

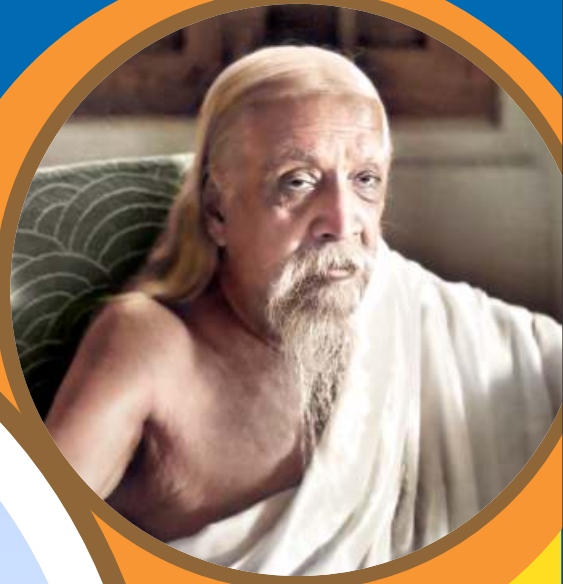


SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

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

Website : www.saccm.in

AURO CAMPUS



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. Dr. Manpreet Kaur, the stage secretary, gave a brief introduction about the college and highlighted the various victories of the college at different pedestals.

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 multiperspectival 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, Prof. Sahil Ghai read out the citation for the honourable chief guest Dr. Nagarajan.

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

Sri Aurobindo College of Commerce and Management which 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 Jain.



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 followed by classical dance performance 'Shiv Vandana' by the dance teacher Mridul Rajpal. 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 talked about 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. 'Nriya 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 Prof. (Dr.) Vishal Kumar 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.



MAINTAINING THE MOMENTUM -SACCM EXCELLED AGAIN

BRILLIANT ACADEMIC PERFORMANCE

Excellent Results Produced by SACCMites 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 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 3rd SEM	7	4 (result of rest 3 awaited)	100	3 (result of rest 3 awaited)
M.COM 1st SEM	14	14	100	8
BCA 1st SEM	24	6	25	1



PANJAB UNIVERSITY RESULTS DECEMBER 2023 - UNIVERSITY RANKHOLDERS

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

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 exam 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, Prof. (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



 Chetan Gambhir B.Com (Hons.) CAT: 95.4%ile	 Dheeraj Sharma B.Com (Hons.) CAT: 94.86%ile	 Madhav goyal BBA CAT: 88.56%ile	 Pranvi Sharma B.Com (Hons.) CAT: 84.89%ile	 Sanvi Aneja B.Com CAT: 83.5%ile	 Priyanka Nayyer B.Com CAT: 81.51%ile	 Nandini B.Com (Hons.) CAT: 77.76%ile
 Muskan Poonia B.Com (Hons.) CAT: 76.9%ile	 Palak bansal B.Com (Hons.) MAT: 99.84%ile	 Jasmine Kaur BBA MAT: 97.57%ile	 Ansh Dua B.Com NMAT: 231	 Pritha B.Com NMAT: 220	 Vasu jain B.Com NMAT: 204	

TOP SLOTS IN CAT/NMAT/MAT

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

SACCM STUDENTS EXCELLING IN EXTRA-CURRICULAR ACTIVITIES

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.

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	Aarzoo 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 Event	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 Sharna

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



Name of the Event	Prize Won	Team/Individual Event	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 Event	Name of the Student
Duet Dance	First	Group	Tamanna Gupta Anna Vasan
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 Event	Name of the Student
Poster Passion	Third	Individual	Pavit Paawan Kaur

STUDENT DEVELOPMENT PROGRAMMES

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 provide 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:

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?" and "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 were engaged in brainstorming sessions to discuss solutions to different anger causing situations. Students were involved 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 26th February 2024 in the college premises, aimed at bringing 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 on to 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?”

SHAPE THE MIND PROGRAMME

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 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. 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. 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 learning is an ongoing process, and it can occur consciously or unconsciously, anywhere. 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.



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, secretary, college governing body was the guest of honour for valedictory ceremony and gave away the prizes to Ms. Bhavya Sudan and Mr. Devansh Dhingra who were adjudged as best delegates, Ms. Roohbani the best journalist and Mr. Krish Kartik was adjudged as the best photographer.





INDEPENDENT THINKING EXERCISE (ITE)

ITE on the Theme - "Migration to other Countries : Pain or Gain?"



The college strives for the holistic development of the students and therefore many unique activities are regularly organized for them. Independent Thinking Exercise is one such activity organized with the aim to intellectually stimulate 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 with the theme "Migration to Other Countries: Pain or Gain?". The students were evaluated on the basis of number of parameters like justification of the idea shared, and conviction with which they put forth their views. After the preliminary round, students endeavor to win by competing for varied difficulty levels. In this competition, Pratham Sharma of B.Com 4th Semester, Kunal Verma of BBA 4th Semester and Roohbani Kaur of BBA 2nd Semester were adjudged the Best Independent Thinkers.



BRITISH PARLIAMENTARY DEBATE (BPD)

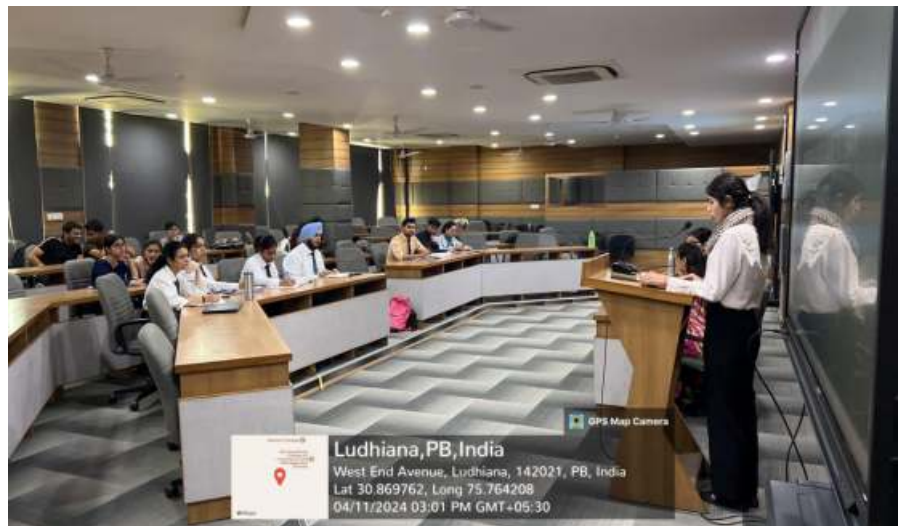
BPD on the Theme - "Flawed Elections are Better than No Elections"





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”. The peculiar debating format of BPD fosters 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 counter-arguments effectively. Participants showcase their talent 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.



IMPARTING PRACTICAL EXPOSURE THROUGH INDUSTRIAL VISITS

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.



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

Marketing Club of SACCM organized a workshop on the topic 'Design Your Digital Canvas'



SACCM Impacteers organized a workshop on the topic- 'Design Your Digital Canvas' on 1st February, 2024. 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. 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 preliminary round of the quiz. A total of 6 teams 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

Motivational Session organized by the Club



NSS Unit in association with EduTalk Club organized a motivational session on 30th January, 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, 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 suicide 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 foundation 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 by EduTalk Club



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 exhibit their talent. Students used different forms of expression to connect within themselves, such as self-written poems, 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 reinforced 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

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 explained errors to be avoided 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)

Two-day Faculty Development Programme- '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 shared that today people work on mind and body only but not on soul, therefore he emphasized on gaining spiritual knowledge as well. He provided a transformative perspective that can profoundly impact the future direction of faculty's scholarly pursuits.



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



The topic for Day two 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 Kumbhakaran, he narrated that Indian mythology/ ancient history are filled with innumerable examples. And therefore, in the era where India is contesting to be the next Vishaw 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'.

ACTIVITIES BY SACCM CELLS/ FORUMS

CAREER GUIDANCE AND PLACEMENT CELL (CGPC)

"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.

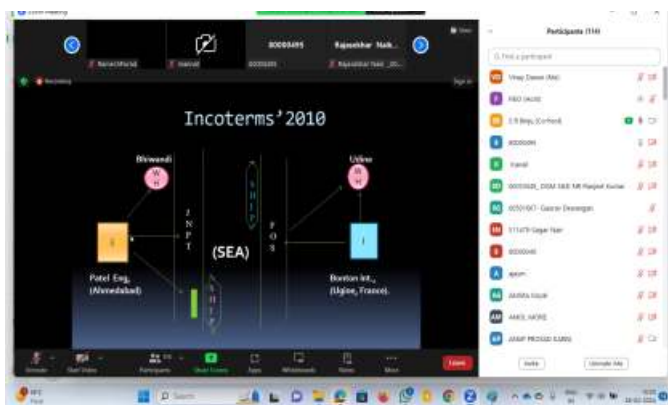
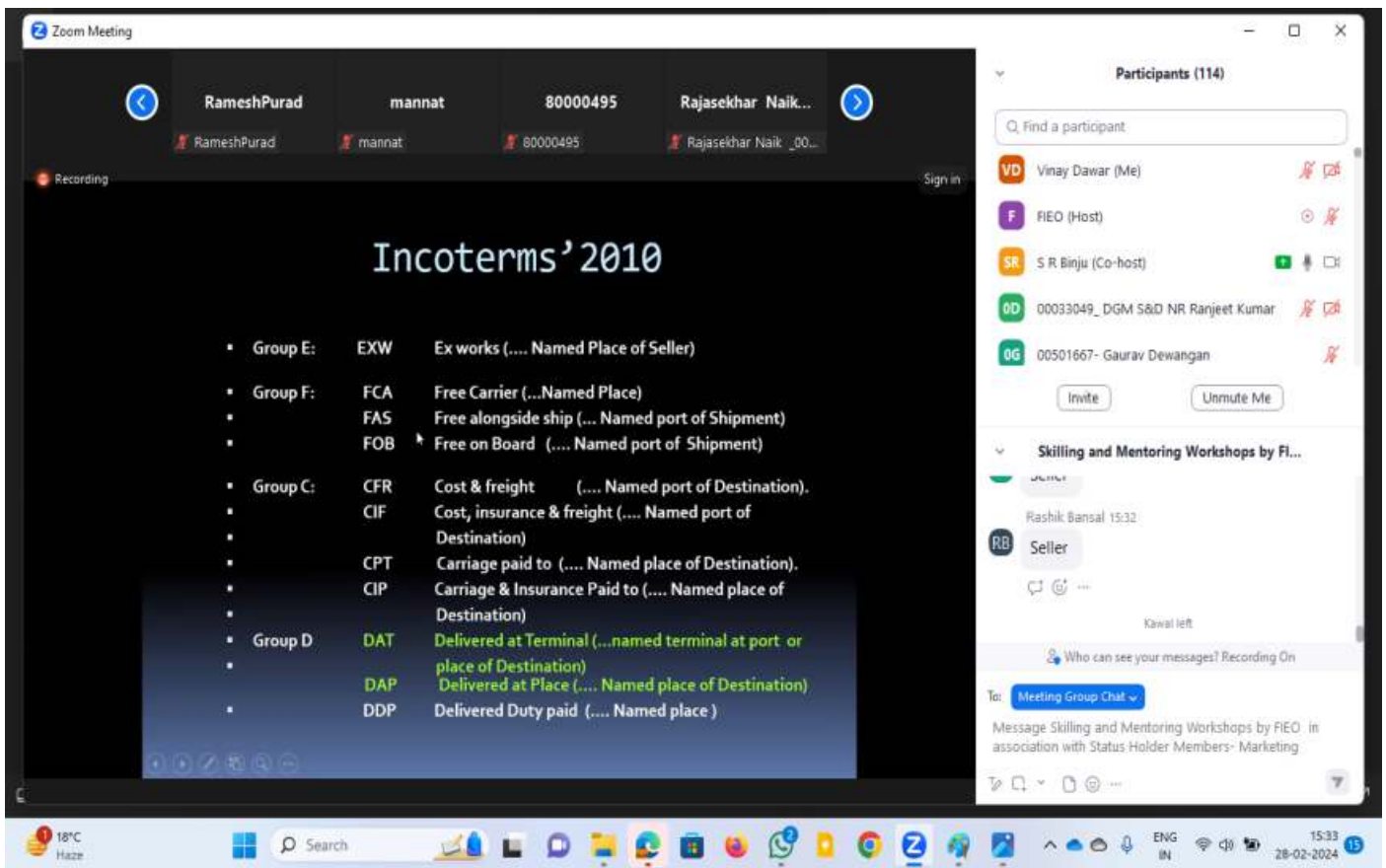


Enlightening Discourse on "Speaking Circles - The Art of Group Discussion"



In collaboration with Hit Bulls Eye, the Career Guidance and Placement Cell organized an informative discourse 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. Do's 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 by Federation of Indian Export Organizations (FIEO)



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 (TBI) 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 competition, 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

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 Sarada 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 bearers 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. She pointed out that with healthy mind and body, youth can forge their own identity while also propelling the society forward. Throughout the session, she proficiently addressed queries from the audience, providing constructive ideas regarding health related 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)

Instructive Session on “You are not a Lottery Ticket”



Young Entrepreneurship Network (YEN) of SACCM organized a session on the topic “You are not a Lottery Ticket” on 29 January, 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, an enthusiastic entrepreneur, avid reader, risk-taker who left a stable government job to pursue his dreams, 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 are key parameters of 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 session, focusing on the concept of 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 any start up journey.

THE MEDITATION CELL

Motivational Session on "Holistic Development Through Self Investment"



Meditation Cell of the college organized a session on the topic 'Holistic Development through Self Investment' on 20th February, 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, 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.

ROUSING SOCIAL CONSCIOUSNESS- INITIATIVES BY NSS UNIT

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 students. 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

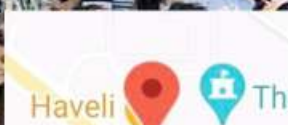
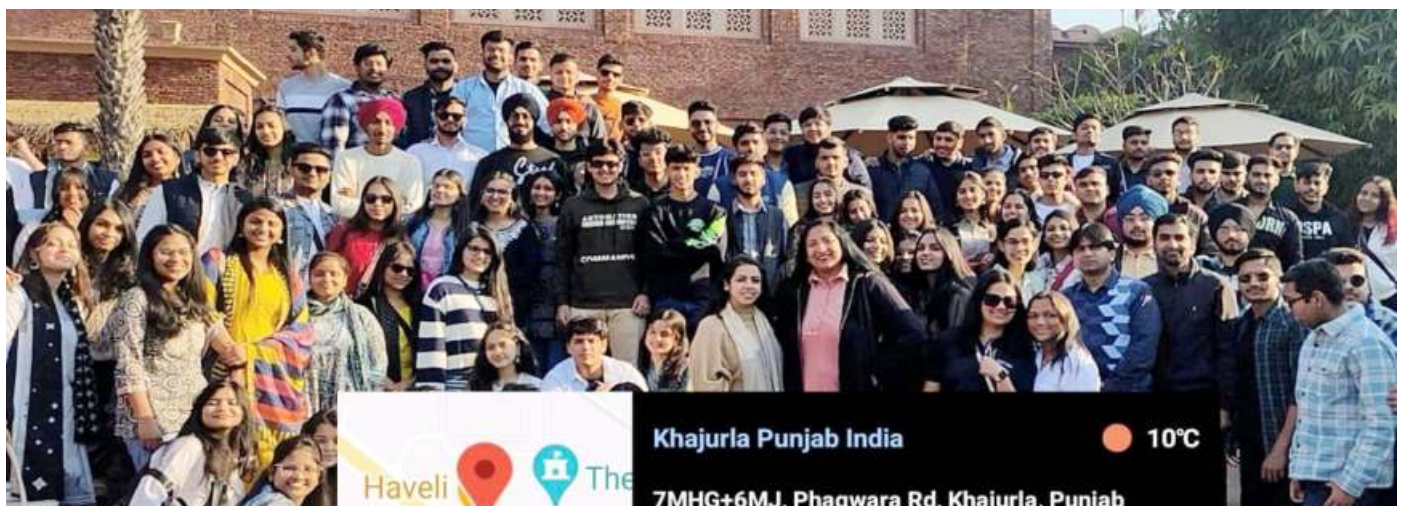
Lohri Celebrations



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



Khajurla Punjab India

10°C

7MHG+6MJ, Phaqwara Rd, Khajurla, Punjab



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

Name of the Faculty	Topic	Organizing Body
Dr. Pooja Mehta	Key Note 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
Dr. Leenu Anand	Unlocking the potential of teacher education in the Digital Society	Partap College of Education, Ludhiana and IPDA, India.
Dr. Puja Jain	Demystifying the Conduct of Interviews	Vardhman Textiles Ltd.



Faculty Research And Publications

Name of the Faculty	Title of Research Paper	Journal/Book Name
Sanjay Gupta	How do the determinants of investment decisions get prioritized? Peeking into the minds of investors	Kybernetes
Sanjay Gupta Dr. Aashish Garg	Analyzing shopping cart abandonment enablers: an ISM and MICMAC approach	International Journal of Quality & Reliability Management
Monica Sethi	Investigating effect of social media advice and corporate information on retail investors' decisions in stock market	International Journal of Business and Globalisation

Faculty Achievements - Ph.D Completion

Name of the Faculty	University	Topic
Dr. Prerna Ahuja	Chandigarh University	Women behaviour towards Sustainable Menstrual Products - An application of Health Belief Model
Dr. Pushpinder Singh	Punjabi University, Patiala	A Study on Conspicuous Consumption of Lifestyle Products and Services Among North Indian Consumers



Dr. Prerna Ahuja



Dr. Pushpinder Singh

FACULTY BOOK READING INITIATIVE

With the objective to engage faculty in reading informative and thought-provoking books that foster professional growth and collaboration, Faculty Book Reading has been initiated focusing on books offering valuable insights into leadership, success, and personal development. Through in-depth discussions, faculty members have gained new perspectives that enhance their teaching practices, administrative strategies, and overall approach to academic excellence. This practice has also led to improved critical thinking, a better grasp of effective leadership, and greater ability to implement innovative ideas. During this semester, the collective reading of book "Outliers" provided a fresh perspective on success and the factors that contribute to it, such as the 10,000-hour rule and the influence of cultural and environmental contexts. This has fostered a greater appreciation for diverse pathways to achievement and the importance of recognizing and leveraging our unique institutional advantages. Together, these readings sparked vibrant discussions, encouraged a culture of continuous improvement, and enhanced our collaborative efforts.

ARVIND- SACCMites' CREATIVE BRILLIANCE

The Creative Brilliance Section of **AURO CAMPUS- 'ARVIND'** is a modest effort by both students and faculty to engage and inspire our readers. The editorial board comprising Ms Monica Sethi Dr. Ashish Garg, Dr Perna Ahuja and Mr. Sahil Ghai have worked diligently to provide a comprehensive view of the vibrant journey of SACCM throughout the year, showcasing its diverse activities and events through engaging reports and vivid photographs. To showcase the artistic and literary talents of our students—we have included their creative expressions, whether through writing, photography, drawings, or sketches, reflecting the immense potential of both students and faculty.

As we present this edition to our valued readers, we express our deepest gratitude to Secretary, college Governing Body, Sh. R.K. Rewari and Principal, Prof. (Dr) Vishal Kumar for their unwavering support and guidance. We are immensely grateful for the constant encouragement and visionary leadership of our Chairman, Padma Bhushan Awardee Mr. S.P. Oswal, whose support is beyond words.

Wishing the readers a truly engaging and inspiring read!

FACULTY ARTICLES

The Pen is Mightier than the Sword

Monica Sethi, Assistant Professor

The adage "The Pen is Mightier than the Sword," was popularized by the English writer **Edward Bulwer-Lytton** in his play *Richelieu; Or the Conspiracy* (1839), where it was stated:

**"The pen is mightier than the sword,
Be the swordsman a good one, and the pen a good one,
He can still conquer the sword by the power of reason and the force of ideas."**

This expression suggests that the written word is a more powerful tool for conveying ideas than force or violence. While both the pen and the sword serve distinct purposes, the pen has the unique ability to achieve what the sword cannot. This saying itself highlights the power and influence of the pen over the sword. A simple pen, with its delicate tip, becomes a weapon for the writer, enabling the expression of thoughts, shaping minds, and touching hearts. Through the pen, writers can inspire, move people, evoke emotions like love, hatred, and sympathy, and even influence the world through intellectual discourse.

Although, this saying has evolved to represent the power of writing, diplomacy, and intellectual efforts, it also highlights the role of peaceful means of resolving conflict, as opposed to using violence. The pen serves as a remarkable instrument, not only for self-expression but also for inspiring others through

the power of words. Many influential writers have sparked societal change, with the French Revolution serving as a notable example.

To young student readers, I would say:

Remember, the power of your words and ideas can shape the world more profoundly than any action fuelled by force. While the sword might win battles, the pen can win hearts, inspire change, and leave a lasting legacy. So, never underestimate the impact of your education, your voice, and your creativity. Use your knowledge, curiosity, and writing to stand up for what's right, to learn, and to inspire others. Your pen can change lives — and the world — in ways you may not even realize yet.

Let your words be your strength, and let them guide you toward a future full of possibilities!

ਮਾਹੀ ਦੇ ਵੱਲ ਚੱਲ

ਵੀਨੂੰ ਵਰਮਾ, ਐਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ

ਮਾਹੀ ਦੇ ਵੱਲ ਚੱਲ
ਬੁੱਲੇ ਨੇ ਫਿਰ ਬੰਨ੍ਹ ਲਏ ਘੰਗਰੂ,
ਚੱਲਿਆ ਮੁਰਸ਼ਦ ਵੱਲ।
ਨੱਚ ਨੱਚ ਯਾਰ ਮਨਾ ਲੈ ਬੁੱਲਿਆ,
ਕੱਢਣਾ ਏ ਜੇ ਕੋਈ ਹੱਲ।
ਪ੍ਰੀਤ ਪੁਰਾਣੀ, ਜਿੰਦ ਨਿਮਾਣੀ,
ਬੁੱਲਿਆ ਤੋੜ ਨਿਭਾਉਣੀਏ।
ਦੁਨੀਆਂ ਫ਼ਾਨੀ, ਛੱਡ ਦੇ ਜਾਨੀ,
ਸੱਜਣ ਹੀ ਨੇ ਹੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਮਾਹੀ ਦੇ ਵੱਲ ਚੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਕੱਢ ਲੈ ਕੋਈ ਹੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਮਾਹੀ ਦੇ ਵੱਲ ਚੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਤੇਰੀ ਤੇਰੀ ਤੇਰੀ ਉਬੇਹੀ ,
ਬਣਨੀ ਜਾਕੇ ਗੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਮਾਹੀ ਦੇ ਵੱਲ ਚੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਮੇਰੇ ਦਿਲਦਾ ਮਹਿਰਮ,
ਮੇਰਾ ਮੁਰਸ਼ਦ ਯਾਰ।
ਉਸਦੇ ਉਤੋਂ,
ਇਹ ਜਿੰਦ ਕੁਰਬਾਨ।
ਜਾਣ ਜਾਣ ਨਾ ਬਣ ਅਣਜਾਣ।
ਮਿਹਰਾਂ ਕਰਦੇ ਮੇਰੇ ਸਾਈਆਂ,
ਤੱਕ ਲੈ ਮੇਰੇ ਵੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਮਾਹੀ ਦੇ ਵੱਲ ਚੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਇੱਧਰ ਉੱਧਰ ਅੰਦਰ ਬਾਹਰ,
ਸੱਜਣ ਹੀ ਨੇ ਦਿਖਦੇ ਯਾਰ।
ਚੜ੍ਹਿਆ ਸਾਨੂੰ ਇਸ਼ਕ ਖੁਮਾਰ ,
ਰੂਹਾਂ ਦਾ ਇਹ ਪਿਆਰ ਅਪਾਰ।
ਦਿਲ ਦੀ ਲੱਗੀ ਅੱਗ ਨੂੰ ਸਾਈਆਂ,
ਦੇ ਪਿਆਰਾਂ ਦੀ ਛੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਮਾਹੀ ਦੇ ਵੱਲ ਚੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਮਿਹਰਾਂ ਵਾਲੇ ਮਹਿਰਮ ਜਾਨੀ,
ਰੂਹਾਂ ਦੇ ਪ੍ਰੀਤ ਲਾਸਾਨੀ।
ਮੰਨਜਾ, ਮੰਨਜਾ, ਮੇਰੇ ਹਾਣੀ,
ਤੂੰ ਉੱਚਾ ਮੇਰੀ ਜਿੰਦਨਿਮਾਣੀ,
ਕਰਲੈ ਕੋਈ ਗੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਮਾਹੀ ਦੇ ਵੱਲ ਚੱਲ, ਵੇ ਬੁੱਲਿਆ।
ਨੱਚ ਨੱਚ ਯਾਰ ਮਨਾ ਲੈ ਬੁੱਲਿਆ,
ਕੱਢਣਾ ਏ ਜੇ ਕੋਈ ਹੱਲ, ਵੇ ਬੁੱਲਿਆ।



The Goldilocks Rule: A Motivation Guide

Esha Jain, Assistant Professor

“Productivity is a balance between skill and challenge”

Among the most read childhood stories, the one was The Goldilocks and the Three Bears. The bears went for a stroll after keeping the freshly cooked porridge aside to be consumed once it is cooled down. Meanwhile, a girl named Goldilocks entered their house and sat on the chair that was neither too soft nor hard, consumed the porridge that was neither too cold nor too hot and slept on the bed that was neither too hard nor too cold. Back then I never knew that this story is a face of our real life that can keep us motivated in our personal as well as professional lives.

Correlate this with a game of tennis or badminton or any athletic event. Suppose you are running a 100 mtr race against your 6 year old son/ daughter. There will be no motivation for you to win as you comprehend your strength against the kid and mark it as an easy win. No extra efforts for improvement. Now, suppose running it against Jamaican sprinter, Usain Bolt. Would you put in some extra effort to win? Supposedly, NO. because you know that he is THE BEST and your little efforts would prove futile. But now imagine that race with some of similar competence. Now you will own a belief that your little efforts can help you gain an edge. And here begins the inner motivation to be better, to exert and to put in efforts because these efforts have a capability of yielding positive results.

This simple kindergarten story is a management lesson that teaches us how effective goal setting can lead to success. The goals that we set for ourselves should neither be too easy or too difficult to achieve. The goals should be set keeping current abilities in mind. Beginning with a difficult goal will kill the motivation and easy goals won't bother you much to improve.

The principle works wonder in each sphere. The reason we fail to follow a dietary plan, exercise routine or a disciplined work schedule is that the problem lies in the roots of the action i.e. deciding upon a goal and then plan of action. This simple kindergarten story helps us in understanding a great management principle.

Future of Online Learning Post-Pandemic: Adapting and Thriving in a New Educational Landscape

Vinay Kumar Dawar, Assistant Professor

The COVID-19 pandemic has fundamentally transformed many aspects of our lives, and education is no exception. The rapid shift to online learning in 2020 was a necessity that has since evolved into a powerful complement to traditional classroom instruction. As we look forward to a post-pandemic world, it's essential to reflect on the lessons learned and explore how online learning will continue to shape the future of higher education.

When the pandemic struck, colleges and universities around the globe were forced to pivot to online learning almost overnight. This transition, though challenging, demonstrated the resilience and adaptability of educational institutions. Faculty quickly learned to use digital platforms like Zoom, Microsoft Teams, and Google Classroom to deliver lectures and facilitate discussions. Students adapted

to a new mode of learning, developing skills in time management and digital literacy.

Lessons Learned and Benefits Realized:

Flexibility and Accessibility
Expanded Reach
Enhanced Digital Skills
Innovative Pedagogical Approaches

Challenges and Considerations:

Digital Divide
Engagement and Interaction
Mental Health and Well-being

The Hybrid Model: A Balanced Approach:

Personalized Learning Paths
Resilient Education Systems
Enhanced Learning Experiences

Embracing Dharma: Cultivating Purposeful Living

Dr. Prerna Ahuja, Assistant Professor

The concept of dharma holds profound significance across diverse cultures and belief systems, serving as a cornerstone that imparts individuals with a profound sense of direction and purpose in their lives. Dharma can be interpreted as an individual's inherent duty or calling, guiding their actions and choices towards a life that is rich with meaning and fulfillment. Essentially, dharma acts as a personal compass, aiding individuals in navigating life's intricacies and making decisions that resonate with their core values and priorities. Whether one is in pursuit of deeper significance or striving to live authentically, dharma offers a valuable framework for decision-making and navigating life's ebbs and flows.

- Through the journey of discovering and embracing one's dharma, individuals can unlock a profound sense of purpose and direction, leading to a life that is deeply aligned with their true selves and their most cherished beliefs. Once one gains clarity on their dharma and its significance, the next step is to integrate it into their daily lives. Here are some practical strategies for incorporating dharma into everyday life:
- **Give priority to self-reflection:** Consistently engaging in self-reflection is essential for staying connected to your dharma and ensuring that your actions and choices resonate with your core values and beliefs. Dedicate time each day to ponder your thoughts

- and emotions, and sincerely assess what holds true significance for you.
- **Make deliberate decisions:** When faced with choices, consider your dharma and evaluate whether each option aligns with your purpose and principles. This approach fosters decision-making clarity and confidence, as you act in accordance with what genuinely matters to you.
- **Act with purpose:** Whether you're engaged in work, spending time with loved ones, or pursuing personal interests, approach each activity with intentionality. Reflect on how it contributes to your overarching sense of purpose and assess whether it harmonizes with your dharma.
- **Cultivate a supportive network:** Surround yourself with a supportive circle of friends, family, and colleagues who comprehend and respect your dharma. This network can aid in maintaining focus and motivation. Seek out individuals who share your values and beliefs, fostering opportunities for connection and collaboration on the journey of self-discovery.

Living a dharma-centered life offers numerous advantages, notably enhancing mental clarity and focus, nurturing stronger relationships with others, and improving physical health.

In essence, the benefits of embracing a dharma-centered life are extensive and can significantly impact overall well-being. By aligning with one's purpose and values, individuals experience heightened mental clarity, deeper connections, and enhanced physical health, resulting in a more fulfilling and peaceful existence.

"यतार्धमततो जय"

Journey of Learning Attitude

Dr. Kuldeep Singh Sidhu, Assistant Professor

The journey of learning attitude is akin to embarking on an enlightening path that not only shapes our academic pursuits but also molds our personal and professional growth. It starts with the humble admission of our own ignorance, reminiscent of Socrates' realization that true wisdom begins with acknowledging what we do not know. This admission ignites a spark of curiosity, propelling us into a state of constant questioning and exploration. It's this insatiable curiosity that fuels our desire to delve deeper into the mysteries that surround us, driving our journey of discovery.

As we navigate this path, we encounter various challenges and setbacks, which are integral parts of the learning process. A positive learning attitude embraces these obstacles, seeing them not as defeats but as opportunities to grow stronger and wiser. It is resilience that allows us to persevere through failures, armed with a growth mindset that sees potential for development in every effort. This perspective transforms setbacks into valuable lessons, fostering a resilience that is crucial for lifelong learning.

The concept of lifelong learning underscores the idea that our educational journey does not end with formal schooling. Every experience, be it personal, professional, or casual, is a chance to gain new insights and expand our understanding. This continuous quest for knowledge not only keeps us mentally agile and adaptable but also enriches our lives in profound ways. As individuals commit to this perpetual journey of learning, the impact extends beyond personal growth, influencing communities and society at large. Curious, resilient, and open-minded learners are better equipped to address complex problems, driving innovation and fostering a more compassionate and dynamic world.

Unlocking the Power of Metaverse: A Guide

Anchal Arora, Assistant Professor

The metaverse is the emerging 3-D-enabled digital space that uses virtual reality, augmented reality, and other advanced internet and semiconductor technology to allow people to have lifelike personal and business experiences online. The metaverse is having a moment: if you've done a Google search for the term "metaverse," you're not alone. The word was searched for 7,200 times more on the internet in 2021. Once individuals understand the premise, the majority of them are actually in: according to a recent McKinsey study, 60% of consumers are enthusiastic about the idea of moving routine tasks like friendships, working out, and buying online to the metaverse.

However, private capital is placing large bets on the metaverse, so it's not only people who are meta-curious. Companies involved in the metaverse are said to have raised over \$10 billion in 2021—more than twice as much as in 2020. Additionally, over \$120 billion has been invested in the metaverse as far in 2022. According to recent McKinsey research, by 2030 the metaverse might produce value of up to \$5 trillion. This is a chance too great to pass up.

The meaning of the metaverse varies across individuals. Some people think of it as their pals' virtual playground. Some believe it might be used as a commercial area for clients and businesses. Both readings, in our opinion, are accurate. Value creation in the metaverse is new research published by McKinsey in June 2022. It is based on surveys completed by over 3,400 executives and customers and 13 senior leaders who were interviewed. This research leads us to conclude that the metaverse is best described as a development of the modern internet, something we interact with on a deep level rather than just seeing. It is an example of how digital technology is coming together to expand the application and reach of cryptocurrencies, virtual and augmented reality, artificial intelligence, and spatial computing, among other things. Furthermore, the "enterprise metaverse" may come together in a way that opens up far more possibilities than just acting as a virtual space for social interaction.

The metaverse will primarily consist of three elements: a feeling of total immersion, instantaneous interaction and user agency. Lastly, the following will be a part of the metaverse's whole vision: platforms and gadgets that communicate with one another without any problems, enabling simultaneous interaction of thousands of users in applications well beyond gaming.

The goal of the metaverse, according to futurist Cathy Hackl, is not to escape reality. Rather, the focus should be on "embracing and augmenting it with virtual content and experiences that can make things more fulfilling and make us feel more connected to our loved ones, more productive at work, and happier." According to Salesforce's global innovation evangelist Brian Solis, "community is really what the metaverse is really all about." The importance of being a part of this community.

Furthermore, the metaverse appears to be inevitable more and more. Author and technologist Matthew Ball predicts an increase in brands, investments, M&A, and users in anything 3-D and real-time produced. "There's no reason to believe that the amount of time spent online, the number of smartphones in use, or the importance of digital to our economy will reverse—all of these trends have been going on for several decades."

What does the metaverse comprise of?

There are 10 levels in the metaverse now, divided into four groups: content and experiences, platforms, infrastructure and hardware, and enablers. Here are a few illustrations of each:

- Experiences and content: Content produced by users, developers, and artists enhances metaverse experiences and apps connected to certain use cases in the metaverse, like education or events. Virtual environments where people may congregate, and communicate.
- Platforms: Platforms that make it easier to find and access experiences, apps, and content platforms made for those who create three-dimensional content.
- Hardware and infrastructure: Devices, operating systems, and accessories are how humans interact with the metaverse. The metaverse is supported by underlying hardware and infrastructure, including

- semiconductors, networks, cloud computing, and more.
- Enablers: Tools and apps that handle digital identity; ways to access the metaverse economy via payments and monetization; security, privacy, and governance are essential for the metaverse to operate smoothly and equitably.
- Enablers: Tools and apps that handle digital identity; ways to access the metaverse economy via payments and monetization; security, privacy, and governance are essential for the metaverse to operate smoothly and equitably.

Technological Foundations

The metaverse is underpinned by several key technologies:

- Virtual Reality (VR) and Augmented Reality (AR): VR immerses users in a fully virtual environment, while AR overlays digital information onto the physical world. Both technologies are crucial for creating immersive metaverse experiences.
- Blockchain: Blockchain technology ensures secure ownership and transfer of digital assets, facilitating the creation of decentralized virtual economies within the metaverse. Non-fungible tokens (NFTs), which are unique digital assets verified through blockchain, play a significant role in this context.
- Artificial Intelligence (AI): AI enhances the metaverse by enabling more realistic interactions with non-player characters (NPCs), optimizing user experiences, and providing data-driven personalization.
- 5G Connectivity: The high-speed, low-latency capabilities of 5G networks are essential for seamless and immersive metaverse experiences, allowing for real-time interaction and high-quality streaming of VR/AR content.

Challenges and Future Directions

Despite its potential, the metaverse faces several research challenges:

- Ethical and Privacy Concerns: As users immerse themselves in virtual environments, issues of privacy, data security, and digital rights become paramount. Research is needed to develop ethical guidelines and robust security frameworks.
- Inclusivity and Accessibility: Ensuring that the

- metaverse is accessible to diverse populations is a significant challenge. This includes addressing the digital divide and designing inclusive technologies that cater to users with different abilities.
- Interoperability and Standards: The metaverse consists of multiple platforms and environments. Research is required to develop standards and protocols that enable seamless interaction and data exchange between different virtual worlds.
- Psychological and Social Impacts: Prolonged engagement with virtual environments can have profound effects on mental health and social behaviour. Studies are needed to understand these impacts and develop strategies to mitigate

potential negative outcomes.

Conclusion

The metaverse represents a promising yet complex domain of research, with the potential to revolutionize various aspects of society. While the technological advancements are significant, addressing the ethical, social, and regulatory challenges is crucial for creating a sustainable and inclusive metaverse. As research progresses, the collaborative efforts of technologists, policymakers, and social scientists will be essential in shaping the future of this digital frontier.

AI Influencers In The Marketing Landscape

Amarjeet Kaur, Assistant Professor

The marketing landscape is undergoing a revolutionary transformation driven by the innovative power of AI influencers. These digital personas, also referred to as virtual influencers or avatars, have transcended the realm of science fiction. Leveraging advanced CGI and AI technologies, they surpass the constraints of traditional marketing, offering unmatched flexibility and audience engagement. AI influencers extend beyond mere visual allure. They possess a versatile skill set, capable of facilitating customer service interactions, generating qualified leads, crafting compelling content, and delivering personalized experiences. While the adoption of AI influencers in marketing is a relatively recent phenomenon, numerous other AI influencers have emerged on social media, capturing the attention of companies recognizing their potential as a marketing asset.

Prominent brands like Calvin Klein, Prada, Samsung, YouTube, and Balmain have all embraced AI influencers, leveraging them to endorse their products and engage with audiences on social media platforms. Incorporating AI influencers into marketing strategies enables companies to produce highly targeted and personalized content resonating

with specific audience segments. Through sophisticated algorithms and machine learning techniques, AI influencers analyze consumer behavior and preferences to tailor content to the interests and needs of their followers.

Furthermore, AI influencers can be designed with striking, attention-grabbing appearances, enhancing brand visibility. Operating around the clock, they engage with audiences in real-time, rapidly building a substantial following. The pioneering AI creator, Lil Miquela, debuted in 2016. With 2.6 million followers on Instagram alone, Miquela, a computer-generated 19-year-old, is renowned for her fashion sense, distinctive style, and activism endeavors. She has collaborated with major brands like Prada, Calvin Klein, BMW, and Samsung, even venturing into music as a registered Spotify creator. Similarly, Shudu Gram, created by British photographer Cameron-James Wilson, gained attention as the world's first digital supermodel. With a strikingly realistic appearance, Shudu has worked with various fashion brands and appeared on magazine covers, showcasing Wilson's expertise in digital art and design.

As AI influencer technology advances, the future holds intriguing possibilities. Fashion shows could feature AI models showcasing custom designs tailored to individual viewer demographics. Educational platforms might utilize virtual teachers

dynamically adapting lessons to each student's requirements. Moreover, seamless collaborations between human and AI influencers may emerge, leveraging their respective strengths for optimal outcomes.

Hindu Dharma: An Ancient Master in Marketing

Dr. Aashish Garg, Assistant Professor

Often overshadowed by its spiritual and philosophical depth, the ancient Hindu faith inadvertently offers profound insights into the realm of marketing – lessons that most of us have failed to notice. At its core, Hinduism embodies numerous principles that align seamlessly with modern-day marketing strategies, making it an eternal master in the art of captivating and retaining its audience.

One of the most striking parallels lies in the concept of market segmentation. Hinduism recognizes and caters to diverse segments of society through its myriad sects, deities, and customized practices. This mirrors the way marketers tailor their offerings to specific consumer groups based on unique needs and preferences. The multitude of Hindu gods and goddesses can be viewed as a vast product portfolio, each catering to a distinct spiritual or cultural niche, akin to brands seeking to differentiate themselves in a crowded marketplace.

The symbolism and iconography associated with Hindu deities are masterful examples of branding and identity creation. From the powerful imagery of Lord Ganesha to the intricate iconography of Goddess Durga, these symbols evoke deep emotional connections and unwavering loyalty among followers, much like successful brand identities do with their customers.

Moreover, Hindu scriptures and mythological narratives are repositories of captivating storytelling, a potent marketing tool used to capture attention, convey messages, and forge lasting emotional bonds. The epic tales of the Ramayana and Mahabharata have been passed down through generations, ensuring consistent and effective communication of values and teachings – a testament to the power of

storytelling in shaping perceptions and influencing behavior.

Personification is another powerful marketing technique that finds its roots in Hindu Dharma. Many deities are personified, embodying distinct personalities, traits, and characteristics, akin to how brands imbue themselves with human-like qualities to forge deeper connections with their target audiences.

Furthermore, Hindu festivals and pilgrimages offer immersive and multi-sensory experiences that engage devotees on emotional, spiritual, and cultural levels. This aligns with the principles of experiential marketing, where brands create memorable and engaging experiences to connect with their target audiences.

Perhaps the most remarkable marketing lesson from Hinduism is its ability to cultivate lifelong loyalty and retention among its adherents. The devotion and commitment of Hindus to their chosen deities or traditions can be likened to the ultimate goal of customer loyalty in the business world. Through its timeless teachings, rituals, and cultural significance, Hinduism has successfully retained its followers for centuries, much like successful brands strive to cultivate long-term loyalty among their customers.

In an ever-evolving world of marketing, the ancient wisdom of Hindu Dharma serves as a timeless exemplar, reminding us that the principles of captivating audiences, forging emotional connections, and cultivating unwavering loyalty are not merely modern concepts but time-honored practices woven into the fabric of one of the world's oldest belief systems.

Is Indian Start Up Dream Dead?

Madhav Goyal, BBA-6B

I am quite sure that all of you have heard the name of Albert Einstein, you know the guy who wrote the only physics formula that we ever remembered. And wrote the famous physics paper "Theory of General Relativity" that changed the understanding of physics forever and that's probably the end of your knowledge regarding him. But do you know that he wrote over 300 scientific papers, and more than 150 papers on non-scientific subjects but no one talks about those and bothers to remember them? But why am I talking about Albert Einstein in a commerce college magazine? To drive home the fact that greatness always comes after repeated effort and failure.

That is the same thing I want to say about the startup ecosystem of India. The ecosystem which consists of upwards of 70,000 start-ups is the third largest in the world. If you are a startup enthusiast, you probably have heard of the statistic that 9 out of 10 startups fail. Meaning that out of these 70,000 about 63,000 will not survive after three years of their founding. Then why the government of India is spending thousands of crores in supporting and subsidizing them and wasting taxpayer money in the process? Because there is a certain quality in quantity, the more we experiment and fail, the more we will innovate and achieve. Just like Albert Einstein who wrote more than 300 papers before his groundbreaking theory and equation, to find his quality in the quantity.

But why am I talking about this? Because there has been quite a lot of negative news regarding startups in India. BYJU's, once world's most valuable edutech startups is now on a verge of being bankrupt or the unicorn startups like 'Go Mechanic' have defrauded their investors and who can forget about the mass layoffs being conducted, of all the places, on Zoom calls and here is a fun fact that, if you has a startup that is making 1 rupee in profit you are more profitable than 80% of unicorn startup in India. All of this has raised voices in India as well as other nations that whether the Indian startup dream is over, or it is just a trend that has outlived itself. Is startup India dream dead?

No, it always had and will be the tendency of the people and media to focus more on the negative rather than the positive, talk about the success of something or someone and obsess over failure of something and someone. Despite all of this, the Indian startup dream is not dead rather it just has marked the end of its beginning.

Indian startup has not only changed the life of over a million people by giving them jobs and build their dreams by giving opportunities and resources to them but also have made it possible for India to rank second in innovation quality, forced traditional companies to innovate, modernize and expand but also made them focus on sustainability. Startups not only break and challenge monopolies but also make new markets like Aether and Ola did with electric scooters. Sure, thousands were laid off, but millions were employed and if you are looking for an example just count the number of people wearing jackets of zomato, swiggy and blinkit.

So, dream big and dream more and never lose hope in the Indian startup dream as it takes only one success to make it know that it will work, and to show to the world that India, the Indians are only just warming up.

Is education the solution to all evils in the society?

Pranvi Sharma, B.Com 6C

To begin with the idea flow of this topic, I would like to state a famous quote by Nelson Mandela, "Education is the key to eliminate all problems." Of course, without giving any benefit of doubt, many of us will accept this and fail to look through the broader aspect of situation. Coming to the meaning of evils in the society, it can be referred as the harmful or negative behaviors, practices prevailing in the society that maybe detrimental to the well-being of its members. On considering education as an end to societal problems, the question arises, "Are the evils so defined that they can be jotted down in pen and paper and our education system can be equipped with various ethical aspects of different wrongful deeds in

the society?”

Though ethics and moral values have now long been instituted in the curriculum but even the subject itself has various flaws and is self-contradicting by having difference in the opinions of different philosophers about what is right and what is wrong. For example, one might just consider the consequences of issue while addressing it while the other might pay heed to the means of doing it. Moreover, the evils can vary greatly depending on cultural, religious, historical, and contextual factors and the notion of what constitutes an evil can also change over time as societal values evolve (e.g. sati pratha). Hence, it is crucial to recognize that the relationship between education and eradication of societal ills is complex and intricate.

Education undoubtedly plays a pivotal role in shaping individuals and societies, providing guidance to personal development, critical thinking and social

progress. It can be a powerful tool for addressing issues like poverty, untouchability, inequality, caste-based policing and dowry. It helps us understand what society is and what our responsibilities in the society are. However, attributing the solution to all societal evils solely to education may oversimplify things.

Many of the societal evils are the functions of lack of personality traits such as empathy, tolerance, conscience that are necessary to develop holistic citizens, who in turn will work towards a more harmonious society. The quality and accessibility of education may not be uniform throughout to provide such insights. To harness the transformative power of education, efforts must be directed towards creating inclusive and equitable educational systems that address the diverse needs of all individuals. Also, besides formal education, there is a need of hour to inculcate positive mind set and optimistic approach in the behavior of children right from the beginning in order to develop responsible citizens.

Comprehending Consumer Views in the Age of Digital Marketing

Ashley Bajaj, BBA 5A

The success of marketing tactics is heavily dependent on client perception in the current digital ecosystem, which moves quickly. The way that organizations interact with their audiences has been completely transformed by digital marketing, thanks to its wide range of platforms and capabilities. However, the success of these initiatives depends on how consumers view and react to the changing tactics used by marketers.

Personalization is one of the key elements affecting how customers perceive a product or service. Positive effects can result from digital marketing's capacity to customize content according to user behaviour, preferences, and demographics. Customers are more inclined to interact and become customers when they believe that the marketing communications are pertinent to their needs. On the other hand, impersonal or invasive methods may provide the wrong impression and cause apathy or, worse, hostility.

Another important factor that shapes consumer perception is transparency. Customers value

companies that are open and honest about their data usage practices, especially in this day and age when concerns about data privacy are prevalent. Brands can develop good opinions and trust among their audience by prioritizing transparent communication around the handling of consumer information.

Customer impression is highly influenced by the user experience on digital platforms. Positive user experiences are enhanced by mobile responsiveness, easy navigation, and well-designed websites. Conversely, a difficult-to-use interface or pages that load slowly may turn off potential buyers and create a bad picture of the company.

Digital marketing's mainstay, social media, gives businesses a direct line of communication with their target market. Customers' perceptions of a business can be significantly impacted by how it manages comments, answers questions, and resolves issues on these platforms. A brand's dedication to customer satisfaction can be demonstrated by responsiveness, sincerity, and a sincere desire to participate in meaningful interactions, all of which positively impact consumer perception.

Since content is the foundation of digital marketing, it plays a crucial role in influencing consumer perception. Content that enhances the consumer experience and is pertinent and valuable is likely to be well-received. Conversely, excessively promotional or unrelated information could drive away users. Achieving a positive perception through content creation requires finding the ideal balance and being aware of the requirements and preferences of the target audience.

In short, the way that consumers view digital marketing is influenced by a dynamic combination of factors such as personalization, transparency, user experience, social media involvement, and relevant content. In the digital sphere, brands that put a high priority on meeting customer expectations stand a better chance of making an impression that will stick. To guarantee that customer perception stays the primary driver of their digital marketing performance, organizations need to be alert, adjust to shifting consumer habits, and improve their strategies as the digital landscape continues to change.



Someone is Happy with Less Than What You Have !!!

Muskan Poonia, B.Com 6B

Someone is happy with less than what you have
Someone is laughing with less than what you have
Then why are you sad,
despite having much more than they have?

Someone is glad about less than what you have
More than 80% population lives on Rs 10/- a day
But this is the amount for one candy you pay
You don't even think twice before spending this money
But somewhere with this money,
it is difficult for some to even buy bread, butter & honey
They still enjoy they perish
You still cry you vanish

If someone is happy with less than what you have
Then why are you sad,
despite having much more than they have?

You have choices of clothes to wear
Variety of shades that make you dear
Think of those whose bodies are decorated
with clothes that face huge wear and tear
Still happily they face nature throughout the year
What an irony it is on the same soil,
one is happy even with just an apple and
one is unhappy even with the smartphone Apple
They still don't complain and calm their brain
And you still argue again and again
Putting yourself into strain

If someone is happy with less than what you have
Then why are you sad
despite having much more than they have?
Be grateful for the mom you have
Be grateful for the home you have
Because some people don't have homes
And some people don't have moms
And there are people who don't know what parents are
They grew up alone without support
Their heart also desires for the dad's hug and mom's kiss
That one vital vitamin in their body that they miss
Still, they live satisfied and content
And you talk to your parents with a poor accent
Stop complaining start accepting

If someone is happy with less than what you have
Then why are you sad
despite having much more than they have?
You might tell yourself that college sucks

But getting admission there is only due to your great luck
You might think it is wastage of time
But actually, it is life's most important enzyme
It brings you to learn new things
And gives you the freedom shaped wings
Be grateful for the ultimate education you have
Because some people can't even go to school
But still, they live still they work
And at the end give earth a huge jerk
Stop complaining start accepting what you have got
Because for someone, somewhere it may be a lot

So, tomorrow when you wake up, be thankful
Stop complaining start accepting
Because someone is happy with less than what you have
Because someone is satisfied with less than what you have

The Final Frontier: A Journey into Space Tourism

Kashish, BBA 6B

In the annals of human exploration, space has always captivated the imagination. From the first tentative steps on the Moon to the orbiting laboratories of today, our fascination with the cosmos knows no bounds. Yet, for decades, space travel remained the realm of highly trained astronauts and government agencies. However, in recent years, a new era has dawned – the era of space tourism.

Space tourism, once the stuff of science fiction, is now becoming a reality. Companies like SpaceX, Blue Origin, and Virgin Galactic are at the forefront of this revolution, offering civilians the chance to experience the wonders of space firsthand. But what does it take to become a space tourist, and what can one expect from such a journey?

First and foremost, space tourism requires a hefty financial investment. Tickets for a trip to space can cost millions of dollars, putting it well beyond the reach of the average person. However, as technology advances and competition in the space tourism industry heats up, prices are expected to drop, making it more accessible to a broader range of people.

Once the financial hurdle is overcome, prospective space tourists must undergo rigorous training to prepare for their journey. This training can include everything from zero-gravity simulations to emergency procedures, ensuring that passengers are well-equipped to handle the challenges of space travel.

Finally, the big day arrives – launch day. With hearts pounding and adrenaline pumping, space tourists board their spacecraft and prepare for liftoff. The feeling of acceleration as the rocket blasts off into the heavens is unlike anything else on Earth, a visceral reminder of the power and majesty of space.

As the spacecraft reaches orbit, passengers are treated to breathtaking views of our planet from above. The inky blackness of space stretches out in all directions, punctuated by the twinkling lights of distant stars. For a few precious moments, the worries of the world below fade away, replaced by a profound sense of awe

and wonder.

Of course, no journey to space would be complete without some time for exploration. Depending on the mission, space tourists may have the opportunity to float freely in microgravity, conduct scientific experiments, or even gaze out at the stars through the spacecraft's windows.

But all too soon, it's time to return to Earth. With a fiery re-entry and a gentle touchdown, the journey comes to an end, leaving passengers forever changed by their experience in the final frontier.

In conclusion, space tourism represents the next frontier in human exploration. While still in its infancy, it holds the promise of opening up the cosmos to ordinary people, allowing us to experience firsthand the beauty and wonder of space. As technology continues to advance and costs come down, the day may soon come when a trip to space is within reach for anyone with a sense of adventure and a dream of reaching for the stars.

LIFE

Savleen Kaur, B.Com 4C

Life is harsh please be aware
I am here because God is here
Hardships are many so take care
Never give up even if hope is mere

Do good deeds plus prayer
As life is short to have a fair share
Death is there still no fear
That's the ultimate truth everyone has to bear
Good luck is knocking with a whisper
Life is talking be a listener
Patience is the key be the believer
Fill your eyes as a dreamer

Life is harsh please be aware
I am here because God is here
Hardships are many so take care
Never give up even if hope is mere

Hallways of Heartbreak

Mannat Bathla, B.Com 2C

It ended in the same hallway it started.
Life did a full 360, and my love for you 180.
Maybe the smallest man that ever lived.
Who had the guts to trap someone else in his hazel eyes.
But didn't have them to reciprocate the feelings.
Do you think you deserve all this?
So much in love with himself that he couldn't see mine.
You couldn't even say it to my face.
Were you always this tiny?
Today, I met you and saw all the love
I had for you to disappear into thin air
May be I'm better off without you.
May be it's better I don't see you again.
I'll miss you I guess, but I miss me too.
So, gonna get the old me back.
This'll take time ,but at least I have my friends,
who were there before you and will be there after you
It all began when you replied to my story.
Ended with you ruining my life slowly.
A lowly boy, so full of himself.
Didn't hesitate once to break me into a million little pieces.
Did you know that when one heart breaks, four hands get bloody.
But who am I to speak when I was always treated like an under study,
You can't even seem to fight with your ghost,
You wanted me to quit smoking,
But how could I stop, when my heart was breaking.
A con man sold a fool a get-love-quick scheme.
but spending the rest of my life with you was my only dream.

क्यूं खफा खफा है तू जिंदगी से...

हर्षितजैन , B.Com 4C

क्यूं खफा खफा है तू जिंदगी से...
क्यूं उम्मीद लोगों से करता है...
हमेशा मांगता है खुदा से...
विश्वास उसपे करने सेडरता है....

अच्छेवक्त में खुश होना तेरा...
फिर बुरे वक्त से क्यूं डरताहै
रहना भी अपनों के बीच में....
फिर क्यूं हर बात पे अपनों सेलड़ता है...

क्यूं खामोशसा रहता है...
कभी अपने बारे में जिक्र तो कर...
क्यूं आगे का सोचके आज खराब कर रहा है..
चलरहे वक्त की थोड़ी फिक्र तो कर...

छोड़दे सब उम्मीदो को...
शुरू कर जीना अपनों में....
टकेला रहना बंद कर दे....
छोड़दे जीना सपनों में....

रख विश्वास उस खुदा पे...
जिसने ये दुनिया रचाई है...
क्यूं खफा खफा है जिंदगी से...
क्यूं उम्मीद लोगों से लगाई है....

A Woman of Substance

Prabhgun, B.Com 4A

*It always starts with a "Hey"
makes her day,
ends with a "Bye"
gives her memories to cry!
She blooms despite the ache
Just like lilies(flower)
Gets stepped on ,still never breaks
Known for the rebirth it takes,
Symbolizes purity and love she craves.
Has her heart and brain ever paired?
Heart needed someone to care.
But mind filled with fear.
Brain thinks logical , Heart is philosophical.*

*Decision in her hands.
High time she takes her stand.
Puts her heart on her sleeves
For once equality will prevail, She believes
Hiding the scars with the help of cream
Little did she know that her eyes,scream
The Below lines you shall read.
Her character development is foreseen!
Smiling broadly and living her dream
Not caring of the world she use to please
Stopped pretending and is released.
Since happy from inside and not just freezed.*

Productivity and Us

Rachit Gumber, BBA 6B

Productivity refers to what output we generate in a certain span of time. Today we have everything and plenty of resources. we have online and offline tools different type of tech and advancements and still productivity is hindered. thought has to be given on it that how we lack productivity despite having Plenty of resources earlier when times were slower than today there were less tech advancements productivity was hindered but now a days it has taken a different Shape. Productivity has to be monitored at our age especially as small choices even that we make today will make huge difference tomorrow. Our generation despite having sharp minds and all the means and still we are lagging. for a better future we need to see where we are heading to and what we are upto. Now a days in this fast moving world where work is easier still we lack. The reasons is distraction , priorities, our desires and choices we make. and to cater it all we have one tool which is discipline. Mike tyson once said discipline is you are doing what you hate to do but you are doing it like you love to do it. It has a deep meaning. if we see and analyse ourselves we will see that our mood will nearly allow us to work efficiently it will be deviated towards different Desires and

imagination but we all know what is needed to be done. as per me being moody after a successful completion would be better than being moody before the completion of task. Major distractions are doom scrolling which we think we will do for five minutes and it takes 30 minutes without our knowing. and procrastination like we all do that we will do the task after five minutes and even after a good span of time we will be at the same place hating and procrastinating the task. If we successfully overcome it and are able to priorities and be disciplined we will be able to spare time for other things too. Famous saint Baba Premanand Ji Maharaj say do your work like you are doing pooja or you are doing it as a gods task and you will excel in it , success will touch your feet automatically.

In the nutshell i would like to say at the end of the day what will matter is what impact we have created and my article was all about staying away from distractions, being disciplined and do our part in the best way we can . Thus we shall excel.

Poem

Pratham Sharma, B.Com 4C

I've Painted the cabinets fainting blood red,
Like your lips in the winter's fog,
I've sewed as much as I've bled,
Your blushing neck leaves my eyes to rot,
Curtains thin and naked halls
Cigarettes lit , but you don't let the ashes fall,
You keep it on your palm , stealing my breath long,
Afternoons under the walls large,
Sharing skins and sharing scars,
Your mother's anger and my father's heart,
Your scent whispering that my home's not far,

Walls of your room giggles and blush ,
I know your skin but they know the rest,
But I would write more if my ink let,
Bled more if my sink wasn't already red,
But I'm under the fate's dawn,
I'll have to burn your scent like my lover's own,
Let you have those ashes seep and sown,
Put you to sleep leaving the stars on stones

Man and Nature

Prabhgun, B.Com 4A

As deep as the ocean is
As high as the cloud is
In between I (man) exist!
To view nature 's bliss

The Sun, the Moon, the Skies
No matter what time.
Mother Earth's beauty never dies

Lends its greenery to wrap
Like a six year old in her mother's lap
Protects it from ecocide trap
Not letting them distort the map

A tree you grow
A seed you sow
Water the cloud throws
Wind nature blows
Been so interdependent
Although, never did Humans know!

Despite Ache, Blossoms flowers
Through Sun and rain showers
Leaves shred for a reason
Glee Thy all this Autumn season
Flora, Fauna and plenty are its sacrifices

Mother nature has been a blessing in disguise
Thinks of her little one before herself
Nature too is so selfless

Those gusty winds in the dark
Cold breeze while dogs bark
A view man can never resist
You should not miss, I insist!

Shows its glee
By providing wood and water free
In return cries to thee
“Please protect me”

Furious side shown by cyclones
Nature sighs like a new born
My tears hide as the rain slides
May be it's a sign
Mother nature is not fine

Sadness is shown

By the falling of leaves
Nature sees and has its means
To make humans believe
There is a limit to lean
The land was never mine
Provided by my ancestors
Kept for the generations in line
Take responsibility this time
Knowing nature is sublime
I shall keep it fine

Humming birds in the sky
Awakens you and your worries fly
Thus life simplifies.
All problems saying “Good Bye”.

The Sun turns crimson hot
The trees can't stand tall
Water has its own level
Fire shows its own temper.

As strong and tall as the mountains.
Depicts the man concealing his pain
Greed for money will turn him insane
Still he'll keep on playing blame game.

Waved back to fawn's (Kangaroo's kid) curious eyes.
For he, I'll protect this time.
To get in return his pretty ugly smile

Loved ones cheer, young one smiles
Stars twinkle and moon lights
Pollution has trembled this sight
Man needs to know its not right.

His creation won't be a waste
Luxurious life won't turn into a race
As after grave, there is God to face
The future I manifest
For my kids not to stress
Is possible only if I let the nature rest.

For once I'll let the nature happily weep
So my kids peacefully sleep
Promise not to destroy earth
The place where I took birth
Oh Almighty! Please forgive
We'll live and let live!.

Why Every Year India Floods, But Indians are Thirsty?

Labdhi Jain, B.Com 4 B

India faces a paradox where it experiences devastating floods annually while also grappling with severe water shortages. For instance, in Delhi, the IMD issued a red alert for flooding, yet just days before, there were protests over water scarcity, leading to violent incidents. This contradiction is evident across various regions of India, such as Kerala, Mumbai, and Uttarakhand. In 2018, Kerala experienced catastrophic floods that killed 488 people and caused damages worth ₹40,000 crore. Yet, just eight months later, the state struggled with drinking water shortages. Similarly, Mumbai faces record-breaking rains every year but still suffers from a lack of potable water. The 2005 Mumbai floods killed over 500 people, and the 2013 Uttarakhand floods claimed over 6000 lives. Recently, Assam has also faced severe floods, resulting in 52 deaths. Bihar, too, has a long history of annual flooding, causing significant loss of life.

The core issue lies in India's flawed flood management system. Despite a decline in annual rainfall since 1951, floods remain a persistent problem. This paradox can be attributed to the concentration of rainfall over shorter periods, leading to flash floods. For example, the 2023 Tamil Nadu floods killed 31 people in a single event, and the affected areas soon faced drought-like conditions. This pattern of extreme flooding followed by drought highlights the impact of human activities on natural water cycles.

One major cause of this problem is unplanned settlements. Rapid urbanization has led to the deforestation of river embankments for constructing



townships in flood plains. Cities like Bengaluru, Surat, Ahmedabad, Chennai, and Kolkata show no signs of groundwater recharge, leading to subsidence in areas like Dwarka, Gurugram, and Faridabad. Another significant issue is the choking of water reserves due to deforestation and garbage dumping. Deforestation causes soil erosion, which fills river beds with sediment, reducing their capacity and leading to floods. The extinction of major lakes in Gurugram and the depletion of ponds in UP's cities are prime examples. The consequences of these actions are severe, with urban areas facing eight times more floods than rural ones. However, some Indians have found innovative solutions at the community and individual levels.

At the community level, water conservation efforts have transformed drought-prone areas. In Bundelkhand, a region historically affected by drought, a group of women formed "Jal Saheli" in 2005. They dug man-made ponds that filled during rains, significantly raising the water table. Today, Jal Saheli has over 500 members and has made 200 villages and seven districts water-sufficient. A similar initiative in Hiware Bazar, Maharashtra, has also proven successful.

Innovative technological solutions are also emerging. Professor T. Pradeep and his students Ramesh and Ankit from IIT Madras invented a machine called 'Vayu Jal,' which extracts drinking water from humidity. The company aims to make this technology accessible in households, schools, and offices. On a personal level, individuals can contribute by practicing rainwater harvesting and conserving water.

In conclusion, while India faces severe challenges related to floods and water scarcity, these problems can be mitigated through better planning, community initiatives, and technological innovations. Addressing unplanned urbanization, deforestation, and waste management are crucial steps towards sustainable water management in India.

Yoga and Mind Healing: Harnessing Ancient Wisdom for Modern Well-being

Malavika Parashar, BBA 4B

Yoga: Nurturing Mind Healing

In today's fast-paced world, where stress and anxiety seem to have become common place, the ancient practice of yoga offers a profound pathway to healing the mind. Far beyond just physical exercise, yoga integrates the body, breath, and mind into a harmonious practice that promotes holistic well-being.

The essence of yoga

Yoga originated in ancient India thousands of years ago and has since evolved into various styles and approaches. At its core, yoga is a philosophy that recognizes the interconnectedness of the body and mind. Through a combination of physical postures (asanas), controlled breathing techniques (pranayama), and meditation, yoga seeks to unite these elements to achieve a state of balance and inner peace.

Healing the mind

One of the most significant benefits of yoga is its ability to alleviate stress and promote relaxation. In our hectic lives, stress can manifest physically and mentally, leading to a range of health issues. Yoga offers a sanctuary from this stress by encouraging practitioners to focus inward, connect with their breath, and release tension stored in the body.

Studies have shown that regular yoga practice can reduce levels of cortisol, the hormone associated with stress, and increase the production of serotonin, a neurotransmitter that contributes to feelings of well-being and happiness. This physiological response not only calms the nervous system but also enhances mood and emotional resilience.

The science behind yoga

Scientific research continues to support the therapeutic benefits of yoga on mental health. Studies have demonstrated its effectiveness in reducing symptoms of anxiety, depression, and PTSD (Post-Traumatic Stress Disorder). Yoga's emphasis on mindfulness — the practice of being present in the

moment without judgment, helps individuals cultivate awareness of their thoughts and emotions. This awareness allows practitioners to respond to stressful situations with greater clarity and composure.

Cultivating Resilience

Beyond stress reduction, yoga fosters resilience—the ability to bounce back from adversity. The physical challenges posed by yoga postures teach practitioners confront discomfort and uncertainty with patience and perseverance. This resilience extends beyond the mat, empowering individuals to navigate life's challenges with a sense of inner strength and equanimity.

Embracing Holistic well-being

Yoga is not merely a physical exercise routine but a holistic approach to health that encompasses mind, body, and spirit. Through consistent practice, individuals experience increased flexibility, strength, and overall physical well-being. More importantly, they develop a deeper connection with themselves and a heightened awareness of their inner landscape.

Conclusion

In conclusion, yoga stands as a powerful practice for mind healing in our modern world. By integrating physical postures, breath awareness, and mindfulness meditation, yoga offers a comprehensive approach to nurturing mental health and well-being. Its benefits extend far beyond the physical realm, influencing how practitioners perceive and respond to life's challenges.

As more people discover the transformative power of yoga, its role in promoting mental health continues to gain recognition. Embracing yoga as a tool for mind healing is not just a trend but a timeless practice that enriches lives and restores balance in an increasingly chaotic world. Whether seeking stress relief, emotional stability, or simply a deeper connection with oneself, yoga offers a path towards inner peace and holistic well-being.

How the Pace of Advancements is Dangerous

Akshita Goyal , B Com 3B

In the last few decades, technological advancements have accelerated at an unprecedented pace, transforming various aspects of human life. While these advancements have brought numerous benefits, such as improved healthcare, communication, and efficiency, they also pose significant dangers. The swift evolution of technology can outpace society's ability to manage and regulate it, leading to potential ethical, social, and environmental challenges.

One of the primary dangers of rapid technological advancements is the potential for ethical lapses. Technologies such as artificial intelligence (AI), biotechnology, and genetic engineering present profound ethical dilemmas. For instance, AI's capacity for autonomous decision-making raises concerns about accountability, bias, and the potential for misuse in surveillance or military applications. Similarly, advancements in genetic engineering, including CRISPR technology, offer possibilities for curing genetic diseases but also raise the spectre of "designer babies" and genetic discrimination. The speed at which these technologies develop often outstrips the establishment of comprehensive ethical guidelines, leaving society vulnerable to unforeseen consequences.

Another significant risk is the exacerbation of social inequalities. As technology progresses, there is a growing divide between those who have access to the latest advancements and those who do not. This digital divide can lead to increased disparities in education, employment, and economic opportunities. For example, access to cutting-edge healthcare technologies can improve quality of life and longevity for some, while others are left without basic medical care. The concentration of technological power and knowledge in the hands of a few can further entrench existing inequalities, creating a society where benefits and opportunities are unevenly distributed.

Environmental degradation is another pressing concern linked to rapid technological progress. The production and disposal of electronic devices contribute significantly to environmental pollution. The mining of rare earth metals, essential for many

modern technologies, causes habitat destruction and water contamination. Additionally, the constant push for innovation leads to a culture of disposability, where products are quickly rendered obsolete, increasing electronic waste. This cycle of production and disposal not only depletes natural resources but also poses severe risks to ecosystems and human health.

The cyber security landscape also faces heightened threats due to the fast pace of technological change. As more devices and systems become interconnected through the Internet of Things (IoT), the potential for cyber-attacks increases. Critical infrastructure, including power grids, transportation systems, and financial networks, becomes more vulnerable to sophisticated cyber threats. The rapid development of technology often leaves security measures lagging, creating significant risks for data breaches, identity theft, and large-scale disruptions.

Moreover, the psychological and societal impacts of rapid technological change cannot be overlooked. The constant influx of new technologies can lead to information overload, reducing individuals' ability to concentrate and make thoughtful decisions. The pervasive use of social media and digital communication tools has transformed human interactions, often leading to feelings of isolation and mental health issues. The pressure to keep up with technological advancements can also create a sense of inadequacy and stress among individuals impacting overall well beings.

In conclusion, while technological advancements hold the promise of significant improvements in various domains, their rapid pace presents substantial dangers. Ethical lapses, social inequalities, environmental degradation, cyber security threats, and psychological impacts are critical challenges that must be addressed. It is imperative for policymakers, technologists, and society at large to collaborate in developing robust frameworks that ensure the responsible and equitable development and deployment of new technologies. By doing so, we can harness the benefits of technological progress while mitigating its inherent risk

Frames of Creativity



Anupam Gupta

B.Com. 4

SACCMites' Creativity



Aarzo Sharma

BBA 6th B



Your perception!
Diya Aggarwal

B.Com 2-C



Luminous Events & Students' Artistry



SACCM Events at a Glance

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Dr. B. & Resmit, Secretary, Governing Body | Prof. (Dr.) Vishal Kumar, Principal

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Growing up as Leaders: Youth as Change Agents

Under **Shape the Mind Programme**

23rd JANUARY 2024 | 11:00 AM ONWARDS | NEW SEMINAR HALL

DR. RAJESH GILL
Associate Professor, Department of Management Studies, Punjab Engineering College of Technology, Ludhiana

Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

Young Entrepreneurship Network (YEN)

Organises an **Expert Talk** on **'YOU ARE NOT A LOTTERY TICKET'**

MR. HEMANT PAINT (DIRECTOR and CHIEF, YES, Sarabjeet Park, Ludhiana) | **DR. JYOTI THAKUR** (Co-FOUNDER, YES, Sarabjeet Park, Ludhiana)

29th JANUARY 2024, TUESDAY | 11:00 AM ONWARDS | NEW SEMINAR HALL

Dr. Leelu Arora, Coordinator: YEN | Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

MOTIVATIONAL TALK

by **MR. ANMOL KWATRA** (Founder, IS Zero Foundation)

29th JANUARY 2024, TUESDAY | 11:00 AM ONWARDS | NEW SEMINAR HALL

Mr. B. Chahal, Club | Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

CAREER GUIDANCE AND PLACEMENT CELL (CGPC) In association with **hitbullseyes**

Organises an expert talk on **BEYOND WORDS: DESIGNING A RESUME THAT SPEAKS VOLUMES**

1st February 2024 | 10:30 AM

Akash Deep Goyal (Guest Speaker) | 10+ Years of experience | 5+ Years of corporate HR experience | 3+ Years of Total Corporate Experience of 3 years

Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

SACCM IMPACTEERS Organises a **WORKSHOP** on **DESIGN YOUR DIGITAL CANVAS**

Speaker **ALISH JAIN** (SACCM ALUMNUS, Diploma in GRAPHICS AND VFX from ANIMA ANIMATION)

1st FEBRUARY 1:00 pm | NEW SEMINAR HALL

Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

SACCMUN'24 MODEL UNITED NATIONS CONFERENCE

Navigating Conflict and Collaboration: Human Rights, Governance, and Unmet Needs

UNITED NATIONS HUMAN RIGHTS COUNCIL (UNHRC)

Deliberation on Israel-Palestine Conflicts with Special Emphasis on War Crimes

FEBRUARY 2-3 2024 | 09:00 AM | SEMINAR HALL

Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE AND MANAGEMENT, LUDHIANA

SACCMUN'24 MODEL UNITED NATIONS CONFERENCE

Navigating Conflict and Collaboration: Human Rights, Governance, and Unmet Needs

ALL INDIA POLITICAL PARTIES MEET (AIPPM)

Challenging the Democracy and Governance in Manipur: Addressing the Unmet Needs of its People

FEBRUARY 2-3 2024 | 09:00 AM | SEMINAR HALL

Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

FINANCE AND INVESTMENT CLUB ORGANISES A SESSION ON **INCOME TAX RETURN FILING**

SATURDAY 10 FEBRUARY 2024 | TIME: 10:30 AM | VENUE: New Seminar Hall

Speaker **Adv. Ravat Nayyar** (Senior Auditor, Parwani Singh & Associates, Ludhiana)

Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

rangemanch 2024 AN INTER COLLEGE CULTURAL FEST | 17th February 2024

10:30 AM ONWARDS | NEW SEMINAR HALL

Dr. S.P. Dhillon, Chairman, Organising Body | Dr. S.E. Bawa, Secretary, Organising Body | Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

Meditation Cell Organises **Motivational Session** on **HOLISTIC DEVELOPMENT THROUGH SELF INVESTMENT**

Date: 20th February, 2024 | Time: 1:00 PM ONWARDS

Speaker **Mr. Kiran Kurwade** (Director, Office of Students Welfare, Chitara University, Chandigarh)

Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

CAREER GUIDANCE AND PLACEMENT CELL (CGPC) In association with **hitbullseyes**

Organises an expert talk on **SPEAKING CIRCLES: THE ART OF GROUP DISCUSSION**

4th March 2024 | 10:30 AM | NEW SEMINAR HALL

Speaker **Rajesh Parkar** (Guest Speaker) | 20+ years of experience | 10+ Years of corporate HR experience | 10+ Years of HR experience | 10+ Years of HR experience

Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

Women Development Cell Organises an Interactive Session on **Women's Wellness** On **International WOMEN'S DAY**

MARCH 07TH, 2024 | 2:30 PM | NEW SEMINAR HALL

Resource Person **Dr. Vanie Sarda Thapar** (MBS, MD (OBS & GYNAC), Director & Consultant at Suran Hospital & New life Infertility Research Centre, Ludhiana)

Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

Marketing Trivia An Intra-College **Marketing Quiz Competition**

April 6th, 2024 | 1:30 pm ONWARDS | NEW SEMINAR HALL

Executive Team, SACCM IMPACTEERS

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

Organises a Session on **SCIENCE OF LEARNING** Under **SHAPE THE MIND PROGRAMME**

18th April, 2024 | 10:30 am | Room No: T7

Resource Person **MS. VAISHALI LAMBA** (Manager & Lead (L&O), Corporate HR Department, Vardhman Textiles Limited, Ludhiana)

Prof. (Dr.) Vishal Kumar, Principal

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA

WOMEN DEVELOPMENT CELL Organises an Interactive Session on **EMPOWERING YOUTH** Nurturing Wellness and Resilience

17th April 2024, 2024 | 10:30 AM | NEW SEMINAR HALL

Resource Person **Dr. Zeenie S.Girn** (MBS, MD (OBS & GYNAC), MCh (MCOG), FICOG, FICD, FICM, FICMCH (MCh), Laparoscopic Surgeon & Gynaec Dept, Suran Hospital, Ludhiana)

Prof. (Dr.) Vishal Kumar, Principal



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