



# AURO CAMPUS

SACCM NEWSLETTER CUM MAGAZINE 2024-25



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

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

# Welcome to the latest edition of our College Newsletter Cum Magazine!

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## GUIDING VISION: A MESSAGE FROM THE CHAIRMAN

Dear Young Minds,

It gives me immense pleasure to witness the latest edition of **Auro Campus - the College Newsletter cum Magazine**, which captures the essence of your academic, cultural, and creative journeys at Sri Aurobindo College of Commerce and Management.

Auro Campus is not merely a publication; it is a mirror and manifestation, a messenger and emissary, a chevron and badge of the literary spirit, cultural richness, creative endeavours, and the vibrant tapestry of campus life. As we turn its pages, we are reminded of the energy, imagination, and dedication that define the spirit of SACCMites. Each contribution and campus update reflects your potential and the values you carry forward as part of this institution.

**“You can kill a man but you cannot kill an idea”- SOPHOCLES**

I have little doubt that it is idea that has always led humankind toward progress. The history of the world is, in essence, a history of ideas. And preserving them is essential. The aesthetics of writing remains the most enduring vessel for safeguarding thoughts and ideals-reflections and resurgent views, cogitations and contemplations.

Dear learners, as you engage with these writings and reflections, remember that the culture of reading nurtures the culture of writing. One can evolve the art of writing only after cultivating the habit of deep reading. Biographies and autobiographies of great leaders, thinkers, theologians, seers, sages, sociologists, and historians sharpen independent thinking. The evolution of the pen is possible only with the disciplined marshalling of letters.

**Dr. Samuel Johnson**, the mightiest mind of the 18th century England once said, *“A man will turn over half a library to make one book,”* highlighting the depth behind true writing.

Dear students, through the forum of **Arvind- the creative section of Auro Campus**, you are invited to express, reflect, and contribute. Writing allows you to taste life twice-now and in memory. By writing in *Arvind*, make your institution feel proud of you. Let your words mirror your inner self and your aspirations. This is your platform to begin this journey. Befriend the pen-one day, you will be written about.

*Auro Campus* is an attempt to embody the ideals of integral education envisioned by the Indian sage and seer Sri Aurobindo-developing not just intellectually, but also morally, emotionally, and creatively. The diverse content featured here-from academic insights to cultural expressions and student initiatives-mirrors the holistic educational ethos we strive to uphold at SACCM. I extend my heartfelt congratulations to all contributors, and to the editorial team for curating this inspiring edition. Wishing you continued success, fulfilment, and inspiration in all your endeavours.

**S.P. Oswal**  
**Chairman, Governing Body**  
Sri Aurobindo College of Commerce and Management



## REFLECTIONS FROM THE SECRETARY

Dear Future Leaders,

I invite you to engage thoughtfully with the ideas and expressions compiled in this edition of *Auro Campus*. This publication reflects the diverse talents and intellectual vitality of our students. May it serve not only as a chronicle of the college's achievements but also as an inspiration for continued exploration and meaningful contribution.

It gives me profound satisfaction to acknowledge the outstanding accomplishments featured in the newsletter section. Your vibrant participation and success—not only in academics, but also across a spectrum of cultural, literary, and sporting arenas—speak volumes. They underscore the depth of talent and dedication woven into the fabric of SACCM. Equally inspiring is your involvement in outreach and campus development, reflecting responsible and compassionate citizenship. We celebrate your multifaceted pursuits and look forward to the new heights you will undoubtedly reach.

**Dear learners**, writing is a journey that begins with the emotive mind. Make it a habit to irrigate your thoughts with productive ideas, affirmative emotions, and enriching perspectives. As the 19th-century Romantic poet **Lord Byron** rightly said:

*“A drop of ink may make a million think.”*

This truth affirms that the history of the world is shaped by thinking minds. It is not chauffeur-driven vehicles, but weighty ideas that leave a legacy. Writers are the true leaders of humankind. So, write—make the pen your closest companion and weave your thoughts into expression, that you may live beyond life. In this spirit, your contributions to the magazine section—Arvind, will remain a testament to your evolving skill as a writer. To close, I acknowledge the dedicated strength of our devoted faculty and the tireless efforts of the editorial board. Together, they have transformed fleeting moments into lasting memories and individual efforts into meaningful expressions.

May you keep soaring to greater heights!

**R.K. Rewari**  
Secretary, Governing Body  
Sri Aurobindo College of Commerce and Management



## FROM PRINCIPAL'S PEN

Dear students,

I am delighted to share with you the latest edition of the college newsletter-cum-magazine *Auro Campus*. This edition is an amalgam of news and accomplishments with creativity and curiosity, thoughtful ideas, and innovation.

Auro Campus which is our ethical, cultural and academic messenger has become our virtual visiting card. For us each milestone is a stepping stone for the next one. SACCM through its dedication and enlightened approach towards education has come to be the academic lighthouse for others to follow.

The character of Auro Campus is the character of our college; it is our spectrum, it is the badge of our students' belongingness to life, learning and literature. Today, we stand on different pedestals as we have made all the difference by striding differently. Our distinction is that SACCM is a college with a difference.

Arvind section of Auro Campus is an anthology of wit, wisdom and business. The aim of bringing out this is to lit the unlit in the minds and souls of the readers. I fully applaud the efforts of the editorial team for having done their best to bring out the best. Viewed from various perspectives of knowledge and creativity, attainment and entertainment, aesthetics and educational cosmetics, commerce, technology and literature, Arvind is an engrossing and involving volume.

Dear ones, let me clinch by stating that writing desk holds a place of great importance in the life of a man of letters. Spice up your reading habit, pace your mind into thoughtfulness, and awaken your literary spirit—these truly define a dedicated learner. To redefine yourself, read voraciously, for reading alone chisels a writer. I advise you to nurture your varied inner faculties so that you may think independently, write independently and voice yourself independently.

I wish and pray that Auro Campus becomes a delightful and engaging read for me and all.

Wishing you the best,

**Prof. (Dr.) Vishal Kumar**  
**Principal**  
Sri Aurobindo College of Commerce and Management

## THROUGH THE EDITORIAL LENS

Dear Readers,

It is a privilege and a moment of great satisfaction to present to you the latest edition of Auro Campus, the official newsletter-cum-magazine. As Editor-in-Chief, I see this publication not just as a compilation of content, but as an insightful glimpse into our campus life, documenting its milestones, celebrating achievements, and showcasing the voices that shape our evolving academic and cultural landscape. Auro Campus serves as both a window and a platform-reflecting the academic vigour, cultural vibrancy, and creative spirit that pulse through our corridors.

As we share this edition of Auro Campus to our esteemed readers, we are deeply thankful to our Principal, Prof. (Dr) Vishal Kumar, and the Secretary of the College Governing Body, Mr. R.K. Rewari, for their continued support and insightful guidance. Our deepest appreciation goes to our visionary Chairman, Padma Bhushan Awardee Mr. S.P. Oswal, whose enduring encouragement and belief in nurturing excellence have been a constant source of inspiration.

With unwavering dedication, the **Auro Campus Editorial Board-comprising Ms. Monica Sethi, Mr. Sahil Ghai, Dr. Aashish Garg, and Dr. Prerna Ahuja**-has painted a vivid panorama of SACCM's yearly journey, bringing to life its diversity of events, achievements, and milestones through engaging narratives and striking visuals. Dr. Anchal Arora and Ms. Mehak Arora, members of the Annual Report Team, also made important contributions through their valuable inputs and reports.

Dear Readers, I invite you to explore these pages with an open heart and curious mind. Each article, image, and idea reflect the spirit, journey, and dreams of our SACCMites. This edition belongs to you-a celebration of who you are and all you continue to become.

Warm regards,

**Monica Sethi**  
**Editor-in-Chief, Auro Campus**  
Sri Aurobindo College of Commerce and Management



## NEWSLETTER SECTION-The SACCM Chronicle

SACCM Newsletter Section – Auro Campus offers a glimpse into the vibrant life of the college, highlighting recent achievements, events, and milestones. As the campus continues to grow and evolve, the focus remains on nurturing a culture of learning, creativity, and growth. This edition reflects the spirit and energy of the SACCM community through a curated collection of updates and highlights from recent campus happenings.

### COMMEMORATING LEGACY AND FREEDOM: A TRIBUTE TO SRI AUROBINDO AND INDIA'S INDEPENDENCE



The College began the session 2024-25 with a heartfelt commemoration of Sri Aurobindo's anniversary, honoring his profound legacy and timeless vision that continues to inspire our academic and spiritual pursuits. The college celebrated the 152nd birth anniversary of Sri Aurobindo Ghosh along with the celebrations of the 78th year of India's Independence on August 15, 2024. 'Har Ghar Tiranga Abhiyan' was also observed under the NSS unit to mark the occasion. After paying homage to Maharishi Sri Aurobindo, the Indian national flag 'Tiranga' was ceremoniously hoisted by Principal Prof. (Dr.) Vishal Kumar. As part of the celebrations,

a paper reading contest titled "*Life is Life - Whether in a Cat, or Dog or Man*" was organized, emphasizing the theme of universal compassion.

In his address to the gathering, Dr. Vishal described Sri Aurobindo not only as a great Indian mystic but also as a "meta-human" - a visionary far ahead of his time. Also, he encouraged the youth to imbibe and uphold the teachings of Sri Aurobindo in both letter and spirit. Students from all semesters participated with enthusiasm, delivering thought-provoking speeches grounded in Indian cultural values.



The judges, Dr. Iradeep (SCD Government College, Ludhiana) and Mr. Sahil Ghai (SACCM) praised the participants for their enthusiasm and eloquence. In the contest, the top spot went to Kshitija Sood, with the second and third positions awarded to Kunal Verma and Vamika Jain, respectively. The

competition, which was full of spirit and substance, made a profound and long-lasting impact on the young audience and reinforced the importance of ethical thinking, empathy, and expression. The celebrations concluded with the respectful rendition of the National Anthem.

## WINNING STREAK CONTINUES: SACCMites ACE ACADEMICS & EXTRA CURRICULARS

### BRILLIANT ACADEMIC PERFORMANCE

#### Redefining Excellence: Stellar Performance in Panjab University Examinations

The diligence and perseverance of SACCM students and faculty bore exceptional results, as students once again delivered stellar performances in the Panjab University Examinations held in May and December 2024. Upholding the college's legacy of academic excellence, SACCM students secured top positions across B.Com, BBA, BCA, and M.Com programs. These impressive outcomes reflect not only the students' commitment to learning but also the consistent support and expert guidance provided by the faculty. The results stand as a proud testament to SACCM's vision of nurturing academic excellence and achieving national-level recognition.





**ACADEMIC ELITE : TOP UNIVERSITY RANK HOLDERS**  
**P.U. RESULTS - MAY 2024 & DECEMBER 2024**

<b>CLASS</b>	<b>NAME OF THE STUDENT</b>	<b>UNIVERSITY RANK</b>
BBA 6th SEM	ASHLEY BAJAJ GOURI SINGLA	6th Rank 7th Rank
BBA 5th SEM	ANIKA SEHGAL PRANAV GUPTA ISHITA JINDAL VIDUSHI CHAWLA	5th Rank 11th Rank 12th Rank 15th Rank
BBA 4th SEM	PRANAV GUPTA ISHITA JINDAL SHIVANGI GARG PARV SAHNAN KSHITIJA SOOD MANYA JAIN	2nd Rank 6th Rank 7th Rank 9th Rank 10th Rank 13th Rank
BBA 3rd SEM	ESHA BAJAJ ASHMEEN KAUR RAJAT MADAN RIYA SINGLA ROOHBANI KAUR KRITIKA SAMEER SHARMA	4th Rank 5th Rank 6th Rank 9th Rank 10th Rank 15th Rank 15th Rank
BBA 2nd SEM	ROOHBANI KAUR AYUSH GUPTA	13th Rank 15th Rank
BBA 1st SEM	PRABHLEEN KAUR GREWAL PREETI AGGARWAL USHA BANSAL VANSHIKA ABHISHEK AGGARWAL YUVRAJ MAHENDRU REHNOOR KAUR MANYA KHANNA NISHTHA SAHIB SINGH BEDI	1st Rank 2nd Rank 2nd Rank 3rd Rank 5th Rank 9th Rank 11th Rank 13th Rank 15th Rank 15th Rank
B.COM 6th SEM HONOURS (Management Studies)	ISHIKA AGGARWAL TAMANNA SHARMA SEJAL LEKHI	1st Rank 3rd Rank 3rd Rank
B.COM 6th SEM HONOURS (Accounting & Finance)	MUSKAN POONIA	5th Rank

B.COM 6th SEM	PRANVI SHARMA ADITYA MITTAL SHRIYA SINGLA MUSKANPREET KAUR PRAGYA SHARMA	2nd Rank 3rd Rank 6th Rank 7th Rank 10th Rank
B.COM 5th SEM	MUSKAN KHATOON	12th Rank
B.COM 4th SEM	ISHIKA ARYA MUSKAN KHATOON ANUPAM GUPTA	4th Rank 14th Rank 15th Rank
B.COM 3rd SEM	DIKSHA CHUGH RADHA ARORA KANISH MAKKAR HARSIMAR KAUR PRAGATI GOYAL	1st Rank 5th Rank 10th Rank 11th Rank 12th Rank
B.COM 2nd SEM	HARSIMAR KAUR CHHAVI GOYAL	1st Rank 8th Rank
B.COM 1st SEM	PRATHAM JAIN HARIDYANSH PATHANIA KUSHAGR DUGGAL BHUMI KHURANA TANISHKA VASHIST SAKSHI SHARMA KANISHAK GOYAL	1st Rank 3rd Rank 7th Rank 9th Rank 9th Rank 11th Rank 14th Rank
BCA 3rd SEM	MANIK AATLI	3rd Rank
BCA 2nd SEM	MANIK AATLI	16th Rank
M.COM 4th SEM	NITI SINGLA HARNEET KAUR	2nd Rank 3rd Rank
M.COM 3rd SEM	KOMALPREET KAUR SEKHON ISHIKA GARCHA SRISHTI MITTAL NAVPREET ARORA TANYA SINGLA	2nd Rank 3rd Rank 8th Rank 9th Rank 10th Rank
M.COM 2nd SEM	KOMALPREET KAUR SEKHON ISHIKA GARCHA TANYA SINGLA NAVPREET ARORA	3rd Rank 5th Rank 8th Rank 9th Rank
M.COM 1st SEM	GURLEEN KAUR DHRITI MEHRA	6th Rank 7th Rank

### PANJAB UNIVERSITY RESULTS MAY 2024- OVERALL RESULTS

Class	Total Students Appeared	Number of First Divisions	%age of First Divisions	Number of Distinctions
BBA 6th SEM	85	83*	100	33
BBA 4th SEM	83	80	96.39	29
BBA 2ndSEM	76	73	95.89	28
BCOM 6th SEM	182	178**	100	103
BCOM 4th SEM	199	189	94.97	105
BCOM 2nd SEM	205	176	85.85	41
BCA 2nd SEM	23	21	91.30	9
M.COM 2nd SEM	14	14	100	11
M.COM 4th SEM	7	7	100	7

\*2 RLL, \*\*4 RLL

### PANJAB UNIVERSITY RESULTS DECEMBER 2024- OVERALL RESULTS

Class	Total Students Appeared	Number of First Divisions	%age of First Divisions	Number of Distinctions
BBA 5th SEM	80	77	96.25	44
BBA 3rd SEM	74	65	87.83	7
BBA 1st SEM	93	71	76.34	20
BCOM 5th SEM	199	193*	97	82
BCOM 3rd SEM	201	180	89.55	72
BCOM 1st SEM	219	198	90.41	59
M.COM 3rd SEM	14	13	92.9	10
M.COM 1st SEM	8	8	100	8
BCA 3rd SEM	21	15	71.43	7
BCA 1st SEM	74**	56	75.68	13

\*RL (Medical)-3, \*\*1 RLA, 1 (Medical)

Padma Bhushan Shri S. P. Oswal, Chairman, College Governing Body, and Shri R. K. Rewari, Secretary, extended their heartfelt congratulations to the students and faculty for their commendable performance calling it a proud and defining moment for the institution. Applauding the dedicated efforts of the SACCM team, Shri Oswal reaffirmed that sincere hard work and commitment invariably lead to success. Prof. (Dr.) Vishal Kumar, Principal of the College, felicitated the students for their outstanding achievements and expressed great satisfaction at the remarkable academic success demonstrated by the students. The members of the faculty were jubilant over the ace results produced by their students. The college takes immense pride in the consistent academic excellence displayed by SACCMites, who continue to set high benchmarks year after year.

## SACCM STUDENTS EXCELLED IN CAT, NMAT AND UGC-NET

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

### TOP SLOTS BAGGED BY SACCMites in CAT/NMAT/UGC-NET

Sr. No.	Name of the student	Course	Exam & %ile Score
1	Arjun Thaper	BBA	CAT: 99.27
2	Prabhas Jain	BCOM	CAT: 98.38
3	Aayush Gupta	BCOM	CAT: 97.7, NMAT: 240
4	Anupam Gupta	BCOM (Hons.)	CAT: 95.56, NMAT: 255
5	Ishika Arya	BCOM (Hons.)	CAT: 95.39, NMAT: 227
6	Siya Batra	BCOM (Hons.)	CAT: 95.24
7	Pranvi Sharma	BCOM (Hons.)	CAT: 89.91, NMAT: 246
8	Shriya Singla	BCOM (Hons.)	CAT: 89.86
9	Aryan Aggarwal	BCOM (Hons.)	CAT: 89.55, NMAT: 233
10	Somil Arora	BCOM (Hons.)	CAT: 86.39, NMAT: 247
11	Akshita Goyal	BCOM (Hons.)	CAT: 85.94, NMAT: 241
12	Rhythm Arora	BCOM	CAT: 83.82
13	Pratham Abrol	BBA	NMAT: 225
14	Mridul Arora	BCOM	NMAT: 217
15	Shubhangi Bhatia	BCOM	NMAT: 207
16	Ishika Garcha	M.Com	UGC NET
17	Navpreet Arora	M.Com	UGC NET



## SACCM STUDENTS EXCELLING IN EXTRA-CURRICULAR ACTIVITIES

### SACCM Students bring Glory to College in Panjab University Zonal & Inter Zonal Youth & Heritage Festival, 2024



SACCM, renowned for consistently achieving new milestones, has once again secured a place of distinction. At this year's Zonal Youth & Heritage Festival held at Government College for Girls, Ludhiana from October 22, 2024 to October 26, 2024, and Inter Zonal Youth and Heritage Festival at DAV College, Hoshiarpur held on November 13, 2024, SACCM students earned multiple accolades across various events. Their outstanding performances drew enthusiastic applause not only from the audience but also from the panel of judges. The students' success was the result of their unwavering dedication and rigorous preparation in the lead-up to the festival.

Principal, Prof. Dr. Vishal Kumar, expressed immense pride and joy at this significant achievement. Chairman of the College. Governing Body, Padma Bhushan Shri S. P. Oswal- an ardent advocate of holistic student development- commended the students' accomplishments, emphasizing the importance of excelling in co-curricular activities alongside strong academic performance for well-rounded personal growth. Secretary, Sh. R. K. Rewari applauded the winners and shared that faculty mentors played a pivotal role by inspiring and guiding participants with exceptional zeal, which was effectively translated into remarkable outcomes by the students.

### Panjab University Zonal Youth and Heritage Festival 2024 at Government College for Girls, Ldh. Held from October 22, 2024 to October 26, 2024

Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Histrionics	First	Individual	Aryan Bhasin
Poem Writing	First	Individual	Pratham
Quiz Competition	Second	Team	Piyush Mittal Devansh Dhingra Pratham Jain

Bhand	First	Individual	Aryan Bhasin
Group Dance	Third	Team	Manik Aatli Harshit Khanna Jasleen Kaur Bhoomika Chaudhary Radhika Aggarwal Yashika Gupta Dhairya Monga Simrat Kaur Madhav Babbar Chhavi Sharma
Group Dance	Third	Individual	Harshit Khanna

**65th Panjab University Inter Zonal Youth and Heritage Festival at  
DAV College, Hoshiarpur held on November 13, 2024**

Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Quiz Competition	Third	Team	Piyush Mittal Devansh Dhingra Pratham Jain

**SACCMITES EXCEL IN INTER-COLLEGE COMPETITIONS**

Students of SACCM have distinguished themselves through active and impactful participation in a range of inter-college competitions, showcasing exceptional talent across diverse domains. Their outstanding performances reflect the institution's unwavering commitment to holistic education and a

culture of excellence. From case studies to quiz to cultural and artistic showcases, SACCM students consistently emerged as top performers, earning widespread appreciation for their creativity, innovation, and dedication.

**‘Khedan Watan Punjab Diyan’ organized by Punjab Government Held on September 13th and September 24th, 2024**



Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Open District Badminton Tournament	Bronze Medal	Individual	Aastha Dhaliwal

**Comm Infusion 2024 at Gujranwala Guru Nanak Khalsa College, Ludhiana  
Held on October 8, 2024**

Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Case Study	First	Individual	Roohbani Kaur
Extempore	First	Individual	Kunal Verma
Quiz Competition	Second	Team	Piyush Mittal Devansh Dhingra Pratham Jain



## Ehsaas Competition at PCTE Held on October 10, 2024



Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Dumb Charades	First	Team	Shubhangi Chhavi Malhotra
Group Dance	Third	Team	Bhoomika Gupta Hardik Jain Udbhav Sadana Aryan Bhasin Hemant Mitali Manik Shreeya Thapar Krishiv Mittal

## 10th Prof. Gurbir Singh Sarna Memorial Inter College Competition at Guru Nanak Khalsa College for Women, Ludhiana Held on 1<sup>st</sup> February, 2025



Name of the Event	Prize Won	Team/Individual Event	Name of the Student
TV Interviewing Competition	First	Group	Shubhangi Bhatia Chhavi Malhotra
Ad Mad Show	Third	Team	Kritika Garg Nikhil Aggarwal Aryan Bhasin
Ad Mad Show	First	Group	Gursimar Kaur Devansh Dhingra Piyush Mittal
Logo Designing	Second	Individual	Nehal Goyal

**HUNAR 2K25 at Khalsa Institute of Management and Technology for Women,  
Ludhiana Held on 7<sup>th</sup> February 2025**

Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Poem Recitation	Second	Individual	Kritika



**YES Marketing Fest at Arya College, Ludhiana  
Held on 11<sup>th</sup> February, 2025**



Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Ad Mad Show	Second	Group	Aryan Bhasin Kritika Garg Puneet Verma Yashaswini Wadhwa Nikhil Aggarwal Kunal Verma

**VYAPAAR 3.0 at PCTE, Baddowal, Ludhiana  
Held on 26<sup>th</sup> February 2025**

Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Digital Detective	First	Group	Divyansh Jain Akshita Goyal
Idea Wizard	Second	Group	Piyush Mittal Gursimar Kaur
Quiz	Third	Group	Piyush Mittal Pratham Jain
Digital Detective	Third	Group	Piyush Mittal Pratham Jain
Financial Crunches	Third	Group	Puneet Verma Kritika Garg
Corporate Fashionista	Third	Individual	Kashvi Gambhir
Crossword Crusade	Third	Individual	Anupam Gupta

**Corp Quest: A Professional Championship at Guru Nanak Institute of Management and Technology, Ludhiana Held on 28<sup>th</sup> March, 2025**



Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Inspirational Speech	<b>First</b>	Individual	Kunal Verma
Group Discussion	<b>First</b>	Individual	Kashvi Gambhir
Business Plan	<b>Second</b>	Group	Gursimar Ahuja Piyush Mittal Devansh Dhingra
Case Study	<b>Third</b>	Group	Kashvi Gambhir Akshita Goyal Divyansh Jain Anupam Gupta

**Treasury Wars at Shaheed Bhagat Singh College, Delhi University  
Held on 4<sup>th</sup> April, 2025**



Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Finance and Investment Cell SBSEC	<b>First</b>	Individual	Kashvi Gambhir

**GNE-ACME at Guru Nanak Engineering College, Ludhiana  
Held on 8<sup>th</sup> April, 2025**

Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Investo Quest	<b>Second</b>	Team	Gursahib Singh
Investo Quest	<b>Second</b>	Team	Viksit Jain

**SACCM CONVOCATION 2025: MARKING MILESTONES**



Sri Aurobindo College of Commerce and Management celebrated its Convocation Ceremony on January 11, 2025, honoring its commerce and management graduate and post-graduate students in a momentous event. Prof. Prem Kumar Khosla, Hon'ble Chancellor of Shoolini University, Solan, Himachal Pradesh, graced the occasion as the Chief Guest and presided over the ceremony with great dignity and warmth. He was accompanied by his

wife, Mrs. Saroj Khosla, the esteemed Founder President and Trustee of the Foundation for Liberal Sciences and Business Management, both of whom brought immense academic and institutional stature to the ceremony. Padma Bhushan Sh. S.P. Oswal, Chairman of the Vardhman Group and the college's Governing Body, graced the occasion with his distinguished presence, lending immense prestige and honour to the event.



Degrees were conferred upon 430 students from the 2020–2023 and 2021–2024 batches. Additionally, the college recognized exceptional achievements of students by awarding eight College Colours, six Rolls of Honour, and seven Awards of Merit. In his welcome address, Sh. Oswal encouraged the students to lead purposeful and value-driven lives, underlining the college's commitment to Sri Aurobindo's philosophy of integral education. He proudly reflected on SACCM's two-decade journey of excellence, highlighting its continued growth and accomplishments. Principal Prof. (Dr.) Vishal Kumar presented the annual report,

spotlighting outstanding student achievements and encouraging all graduates to strive with ambition and resilience.

In his convocation address, Prof. Khosla urged students to dream big, maintain discipline, and embrace lifelong learning. He emphasized that success stems from dedication and that every student holds the potential to contribute meaningfully to

society and the nation. His words, met with enthusiastic applause, resonated deeply with the young scholars. Students brimmed with pride and happiness, celebrating the culmination of their academic journey. The ceremony concluded on a patriotic note with the rendition of the national anthem, marking a memorable end to a significant chapter in the lives of the graduates.

## TRINAAD 2025: A SYMPHONY OF DANCE, MUSIC, AND CULTURE



Renowned for its excellence in academics, cultural vibrancy, and co-curricular achievements, the college hosted a grand cultural evening titled 'TRINAAD' on March 12, 2025. The cultural concert aimed to instill in young minds a deep appreciation for the finer arts of dance and melody. The event radiated artistic glory and cultural vibrance, showcasing breathtaking classical dance and vocal performances by Mr. Kumar Sharma and his team. A national scholarship holder in Kathak from the Ministry of Culture, Mr. Sharma is a distinguished performer, researcher of over 20 Indian dance forms, and has graced nearly all major dance reality shows in India. He is also an accomplished singer who has performed alongside the legendary A.R. Rahman.





The evening began with a thought-provoking address by Padma Bhushan Sh. S.P. Oswal, Chairman of the college governing body, who described dance as a universal language that transcends borders and serves as a profound medium of expression. He emphasized that *Nritya* is deeply embedded in a nation's cultural heritage, reflecting its traditions and rituals. The highlight of the evening was the spellbinding Kathak performances, followed by a powerful Sufi singing and fusion Kathak sequence. The performers captivated the audience with their rhythm, energy, and seamless synchronization. The event concluded on a high note, leaving the audience in awe of the artistic brilliance they had witnessed—a true celebration of culture and creativity.

## RANGMANCH 2025: A CELEBRATION OF HERITAGE, CREATIVITY, AND YOUTHFUL EXPRESSION

Upholding its tradition of academic distinction, artistic expression, and holistic development of the students, the college organized a splendid inter-college cultural fest, 'Rangmanch', on March 22, 2025. Now in its second year, the grand event-rooted in artistic grandeur and cultural elegance, aimed to inspire young minds with a deep appreciation for the

performing arts, particularly music and dance. The institution continually strives to guide students toward holistic development, fostering both intellectual and creative growth. A total of 22 performances from colleges across the state brought the stage to life, with participants showcasing their passion and energy in a vibrant display of talent.





In his inspiring inaugural address, Principal Prof. (Dr.) Vishal Kumar urged students to engage actively in co-curricular events, emphasizing how such platforms foster resilience, teamwork, and a deeper connection to the nation's cultural heritage. The event featured a soulful devotional song performed by students, followed by an enchanting Ganesh Vandana—a classical dance presented by the college's dance instructor, Mridul Rajpal—which truly illuminated the auditorium and set the tone for the festivities that followed. The winners of the events were as follows: Khalsa College for Women, Civil Lines, emerged as a standout performer by clinching first place in both the Solo Dance and Group Dance competitions. Demonstrating remarkable talent and energy, their performances captivated both judges and audiences alike. The Khalsa Institute of Management & Technology earned second place in the Solo Dance category, showcasing commendable individual talent. Guru Nanak Khalsa College for Women, Gujjarkhan Campus also made a strong



impression, securing second position in both the Group Dance and Solo Singing competitions, reflecting the versatility of their participants. SCD Government College, Ludhiana, distinguished itself by bagging first prize in the Solo Singing competition and second prize in the Group Singing category, confirming its excellence in musical arts. Meanwhile, HMV College, Jalandhar, claimed first place in the Group Singing competition, winning accolades for their harmonious and well-coordinated performance.

## STUDENT DEVELOPMENT PROGRAMS

### INDUCTION CUM ORIENTATION PROGRAMME FOR NEW BATCH SETS A PROMISING START

The college conducted its *Induction cum Orientation Programme* for the incoming batch of B.Com, BBA, and BCA students on July 19, 2024. The session began with an inspiring address by Principal Prof. (Dr.) Vishal Kumar, who shared the institution's vision of becoming a centre of academic excellence. He encouraged students to adopt a growth mindset, develop both technical and soft skills, and participate actively in academic and co-curricular activities for holistic development. Students were introduced to SACCM's vision and mission, developmental model, various student-led clubs and committees, and key achievements across domains.



The session also covered essential academic regulations, including examination rules, attendance norms, library usage, and leave policies. Some of the college's distinctive initiatives, such as Model United Nations (MUN), British Parliamentary Debates (BPD), and Independent Thinking Exercises, were also introduced to highlight the institution's commitment to fostering critical thinking, creativity, and global awareness among students. Students were encouraged to make the most of the academic and co-curricular opportunities available at the college and to participate with dedication, enthusiasm, and a proactive spirit. The orientation concluded with best wishes for the new entrants, marking the beginning of a meaningful academic journey for the new entrants.



## PSYCHOLOGICAL INTERVENTION

### Psychological Wellness Through Visualization



The college psychologist organized an engaging and transformative 'Vision Board Activity' on January 31, 2025, aimed at empowering students to visualize their aspirations and take concrete steps toward achieving them. With an overwhelming participation of 150 students, the session provided a creative and introspective experience, allowing students to map out their academic, professional, and personal goals through the power of visualization. In a highly interactive and engaging session, students brought their aspirations to life through a vibrant collage of inspiring images, words, and affirmations.

More than just a personal exercise, the activity nurtured a collaborative and uplifting atmosphere sparking meaningful peer conversations about goals and dreams, and fostering a strong sense of community and shared purpose among the students.



## Decluttering the Mind: A Psycho-educational Workshop



On April 17, 2025, a '*Reflective Psychoeducational*' workshop was conducted for students, with 41 participants exploring the theme of overthinking and mental clarity. The psychologist-led session was designed to equip students with meaningful insights and practical strategies to enhance focused thinking and clear mental clutter. It began with an interactive self-assessment, helping students identify personal overthinking triggers across academics, relationships, self-image, and decision-making. The

workshop then delved into the science of cognitive overprocessing and its links to anxiety, perfectionism, fear of failure, and rumination. Through discussions and expert input, students explored how overthinking affects mental health, emotional regulation, and academic productivity. By the end of the session, participants were empowered with practical tools to reduce mental clutter-fulfilling the workshop's goal of promoting self-awareness, emotional balance, and cognitive clarity.

### MENTOR-MENTEE SYSTEM

To strengthen the Mentor-Mentee System, dedicated sessions were organized to address students' academic and non-academic concerns. To ensure effective and outcome-oriented mentoring, each faculty member was assigned a group of 35–40

students to facilitate more focused and meaningful interactions. This initiative reflects the college's commitment to student-centric learning, where the teacher's role extends beyond facilitation to active mentorship and personal guidance.



## LEARNING BEYOND THE CLASSROOM

### ACADEMIC LEARNING THROUGH THE PEDAGOGY OF QUIZ –INTER-SECTION SUBJECT QUIZ



The Inter-Section Subject Quiz (ISSQ), a distinctive academic activity at SACCM, is designed to promote regular study habits and peer learning among students. The competition was administered to first-semester B.Com., BBA, and BCA students on November 11, 2024. Each team was made up of students from different academic levels in order to promote cooperation and knowledge sharing.

Participants were categorized according to their academic achievement. A total of six B.Com teams and four teams from BBA and BCA First semester students participated. As an inter-section event, ISSQ fostered a healthy competitive spirit among students. The activity proved to be an engaging and effective tool for academic reinforcement and peer interaction. The results of quiz are as follows:

### RESULTS OF B.COM SEMESTER I

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

Level	Name	Level	Name
Level 1	Hridyansh Pathania	Level 1	Tanishka Vashist
Level 2	Chhavi Sharma	Level 2	Bhavika Aggarwal
Level 3	Agam Gupta	Level 3	Abhav Bansal

Individual Level Wise Highest Scorers			Winning Team: Team C		
Level	Name	Class & Section	Level	Name	Class & Section
Level 1	Pratham Jain	B.Com I B	Level 1	Pratham Jain	B.Com I B
Level 2	Riya	B.Com I A	Level 2	Anuja Jain	B.Com I B
Level 3	Abhav Bansal	B.Com I C	Level 3	Saksham Goel	B.Com I B

## RESULTS OF BBA SEMESTER I

**Overall Winning Trophy- Winning Section: BBA I Section A- Team B & Team D**

Level	Name	Level	Name
Level 1	Prabhleen Kaur	Level 1	Manya Khanna
Level 2	Gurpreet Singh	Level 2	Nishtha
Level 3	Gursahib Singh	Level 3	Tanish Malhotra

Individual Level Wise Highest Scorers			Winning Team: Team C		
Level	Name	Class & Section	Level	Name	Class & Section
Level 1	Prabhleen Kaur	BBA I A	Level 1	Namya Bansal	BBA I B
Level 2	Parth Gupta	BBA I B	Level 2	Parth Gupta	BBA I B
Level 3	Gursahib Singh	BBA I A	Level 3	Kanav Gupta	BBA I B

## RESULTS OF BCA SEMESTER I

**Overall Winning Trophy- Winning Section: BCA I Section A- Team A & Team C**

Level	Name	Level	Name
Level 1	Mohit Kumar Soni	Level 1	Tanvee Bhatia
Level 2	Paras Sidhu	Level 2	Dipneet Kaur
Level 3	Yuvraj Malhotra	Level 3	Atulya Jayan

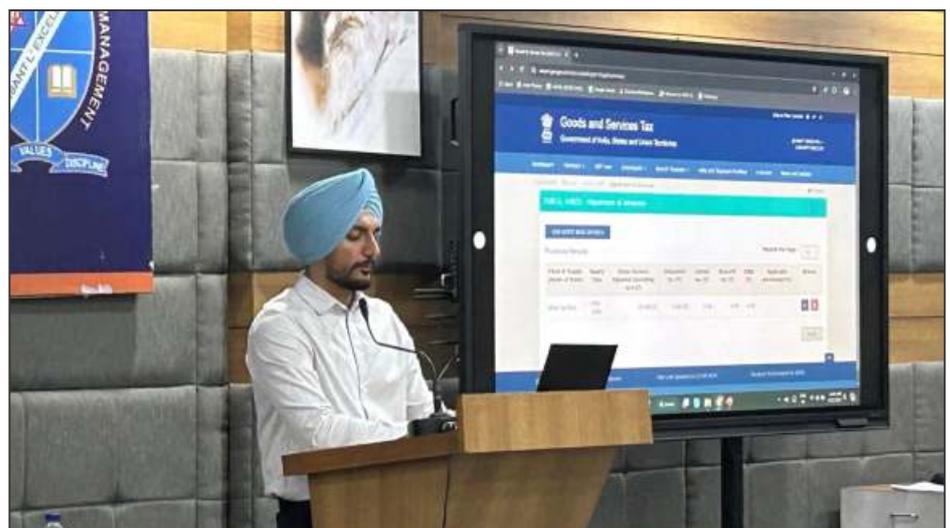
Individual Level Wise Highest Scorers			Winning Team: Team C		
Level	Name	Class & Section	Level	Name	Class & Section
Level 1	Arpit Gupta Tanvee Bhatia	BBA I B BBA I A	Level 1	Tanvee Bhatia	BBA I A
Level 2	Dipneet Kaur	BBA I A	Level 2	Dipneet Kaur	BBA I A
Level 3	Aastha Ghai	BBA I B	Level 3	Atulya Jayan	BBA I A

## EXTENSION LECTURES

In its pursuit of academic excellence, the college regularly organizes sessions with industry experts and plans industrial visits to provide students with practical exposure and keep them updated on current developments. This initiative underscores the importance of connecting theoretical knowledge with real-world application blending theory with practical skill development.

### Hands-On Training Session on GST Return Filing

SACCM Alumni Association organized a hands-on training session on 'GST Return Filing' on August 26, 2024. The session was conducted by CA Balpreet Malwa from Malwa Associates, a GST expert and an SACCM alumnus and aimed at enhancing students' practical knowledge in GST related taxation issues. The session began with an overview of GST and moved into practical demonstrations of return filing on the official GST portal. CA Malwa explained key forms detailing their purpose, due dates, and filing requirements. He also elaborated on crucial concepts like Input Tax Credit (ITC) and the Reverse Charge Mechanism (RCM). The in-depth training equipped participants with a solid understanding of GST return filing—a vital skill for aspiring accountants and finance professionals. The incorporation of practical insights substantially deepened students' comprehension of GST compliance procedures.



## Insightful Session on "The Future of Work: How AR and VR are Transforming Careers"



The Department of Computer Science and Applications organized an insightful session titled *"The Future of Work: How AR and VR are Transforming Careers"* on October 4, 2024. The session featured expert speakers Er. Shilpa Miglani and Mr. Kumersh from the Munjal Birmingham University Centre of Innovation and Entrepreneurship, Ludhiana. The workshop, which was intended for BCA students, concentrated on the expanding impact of virtual reality (VR) and augmented reality (AR) across a variety of industries. Er. Shilpa Miglani provided an overview of AR and



VR, highlighting their definitions and applications in sectors such as healthcare, education, and entertainment. Mr. Kumersh discussed the emerging career opportunities within these fields, including roles like VR developers, AR designers, and immersive experience creators. The highlight of the event was a series of live demonstrations where students interacted with AR/VR tools and experienced immersive training simulations. These activities helped students understand how such technologies are reshaping learning and workplace environments.

## INDUSTRIAL VISITS TO IMPART PRACTICAL EXPOSURE FROM CLASSROOM CONCEPTS TO INDUSTRY APPLICATIONS

### Weaving Excellence: Exploring Industrial Processes at Vardhaman Yarns and Threads Limited



An industrial visit to Vardhaman Yarns and Threads Limited (VYTL) was organized for the B.Com Final Year students on September 3, 2024, aimed at enhancing their practical understanding of industrial processes. The visit was meticulously supervised by Mr. Tarun Kumar Singla, Mr. Mandeep Singh, Mr. Ram Avtar Bansal, and Mr. Ratendra Prasad from VYTL, whose guidance added significant value. The visit began with a comprehensive briefing on the company's operations. Students were divided into three groups, each guided by a team of experts. They

explored various stages of yarn and thread manufacturing, including dyeing methods, dye selection, post-dyeing processes, quality control, and product testing. This hands-on exposure offered students in-depth experiential learning. The visit concluded with an interactive session led by Mr. Neeraj Abbott, Director of VYTL, who addressed student queries and discussed sustainability, water pollution, and the company's CSR initiatives. Overall, the visit effectively bridged the gap between classroom knowledge and real-world industrial practices.



## A Deep Dive into Manufacturing at Happy Forgings Limited



On September 6, 2024, an industrial visit to Happy Forgings Limited was organized for 36 BBA Final Year students offering them valuable insights into manufacturing operations. The visit aimed at aligning academic knowledge with industry experience by offering practical insights into the production of heavy forgings and high-precision machine components. Supervised by Mr. Devansh Jain, Manager (HR and Admin), the visit began with an introductory video on forging operations, followed by a detailed safety briefing. Students were provided

with protective gear and were guided by industry experts. They toured key work centers and observed the complete manufacturing process, including heating, hammering, shaping, and quality testing of machine components. The experience highlighted the importance of precision, efficiency, and quality control in modern manufacturing. Overall, the visit provided an enriching experience, deepening students' practical understanding with a focus on innovation and process excellence in manufacturing.

## Dairy Dynamics: A Learning Experience at Supreme Agro Foods

On October 14, 2024, Supreme Agro Foods Private Limited hosted an industrial visit of 59 students of B.Com Final Year. The company, known for its products under 'UTTAM' brand, is one of the leading dairy product units in Punjab. S. Jaspreet Singh, the proprietor, warmly welcomed the students and provided a comprehensive demonstration of the company's operations. He explained the processes in detail, including the receipt and filtration of raw milk, milk fat separation, production of cream, butter,



milk powders, and pasteurization. The technical team further illustrated the automated operations and computer-controlled machinery used in the dairy processing industry. The visit offered valuable exposure to the students about the practical working environment of a dairy unit and learned about the production of ghee, milk powder, lassi, flavored milk, curd, and more. They also acquired valuable insights into the safety and operational protocols required for large-scale manufacturing, making the visit both engaging and highly informative.

## From Classroom to Case Study: Experiencing Business Education at IIM Amritsar



An educational visit to IIM Amritsar was organized on November 7, 2024 for the students with an aim to provide valuable insights into business management, courses offered by the institute, and campus facilities. The visit allowed students to interact with faculty and peers, gaining an understanding of the institute's unique approach to education and leadership. During the visit, students attended an interactive session on "*The Future of Marketing*" by Prof. Sanket Vatavwala, a distinguished faculty member. The lecture addressed contemporary marketing issues such as the use of augmented and virtual reality, holograms, and brand management strategies. Prof. Vatavwala also shared insights into IIM's teaching and evaluation methods, further elaborating on global brand strategies through a case study of Wipro. The visit provided students with a first-hand experience of life at a premier institute, motivating them to develop essential skills for future careers in business and leadership.



## Visit to Avon Cycles Ltd.: Industrial Realities Unfolded



An industrial visit to Avon Cycles Limited, a leading bicycle manufacturer in India, was organized by the college on February 19, 2025, for B.Com 6th and M.Com 2nd semester students. A group of 59 students participated in the visit. The session began with a warm welcome by Dr. Deepak Jain, who shared insights into the company's legacy, manufacturing processes, and technological innovations. Students were taken on a detailed facility tour led by Mr. Anupam and Mr. Dalip from the HR department. Key highlights included the cutting of steel pipes, frame and fork assembly, electrostatic painting, wheel assembling, and various packaging

processes for both domestic and export markets. The students explored the mechanical lab, where rigorous cycle testing ensures quality standards. A visit to the showroom showcased the premium Cambio brand and demonstrated automated systems and supply chain logistics. In all, the visit offered hands-on insight into industrial processes, strengthening students' grasp of real-time business and production dynamics.



## Visit to Kangaro Industries Ltd.: Integrating Curriculum with Practice



students observed the production processes behind Kangaro's flagship products, including staplers, punchers, cutters, knives, and blades. They gained firsthand exposure to key manufacturing stages such as plastic moulding, powder coating, and assembly operations, which integrate both manual craftsmanship and automated conveyor systems. The visit provided students with valuable insights into industrial workflows, quality control measures, and operational efficiency, thereby deepening their appreciation for the complexities of manufacturing and how classroom theories translate into real-world business practices.

On March 26, 2025, a group of 66 students from the BBA 4th Semester visited Kangaro Industries Limited, located in Focal Point, Ludhiana. The visit was part of an industrial exposure initiative aimed at deepening their practical understanding of manufacturing operations within the office supplies and stationery sector. The visit was facilitated by Mr. Mukesh Goel, Plant Head, who welcomed the students and provided a comprehensive overview of the company's core product lines and departmental structure. To ensure a more focused and interactive experience, the students were divided into two groups for a guided tour of the facility. During the visit,



## STUDENT CLUBS: SACCM'S ENGINES OF ENGAGEMENT

To support SACCM students' overall development through practical exposure and experiential learning, the college introduced new student clubs focused on key areas of business and management. The following are the activities undertaken by these clubs:

### THE BOOK CLUB



The SACCM book club fosters a culture of reading, reflection, and dialogue, encouraging students to think analytically, express themselves confidently, and connect through shared literary experiences. The following literary activities were hosted by the club to foster a vibrant reading culture among students:

## Book Review Competition: Celebrating the Joy of Reading

The Book Club organized a Book Review Competition on October 19, 2024, with the goal of nurturing love for reading and promoting critical thinking among students. The event offered a platform for participants to present and reflect on books that had personally inspired them. Seven students took part, each sharing thoughtful insights and unique interpretations across a variety of genres—from fiction to non-fiction—highlighting their literary curiosity and analytical depth. Participants were evaluated on clarity of expression, audience



engagement, and critical analysis. Ms. Vamika Jain of B.Com First Year was awarded the title. “*The R.K. Narayan Storyteller*” for her outstanding review, while Ms. Gursimar Kaur and Mr. Kunal Verma earned the “*Ms Arundhati Roy Maverick*” titles. The competition not only enhanced students' presentation and analytical skills but also helped cultivate a vibrant reading culture on campus, encouraging deeper engagement with literature beyond the classroom.

## Mindful Reading: A Silent Book Exploration

The Book Club organized a 'Silent Book Reading' Session on 17th February, 2025. The event was conducted in the college library, providing a peaceful and studious environment for the participants. This initiative was designed to enhance students' reading abilities, strengthen their concentration, and foster a

lifelong habit of reading. The session saw enthusiastic participation from students, who immersed themselves in uninterrupted reading, exploring books across a wide range of genres including literature, self-improvement, history, and business studies.

## Constitution Quiz: Celebrating Knowledge of Fundamental Rights and Duties





On April 11, 2025, the Book Club hosted a 'Constitution Quiz' centered on Fundamental Rights, Duties, and Directive Principles of State Policy. The quiz aimed to deepen students' understanding and awareness of the Indian Constitution, its core principles, and the rights and responsibilities of every citizen. The event kicked off with an engaging written preliminary round, where numerous teams

demonstrated their enthusiasm and knowledge on the theme. Six teams advanced to the final round, which witnessed a thrilling and intellectually stimulating competition. Giving a tough fight to all other teams, the team comprising Vamika, Syna, and Dhriti emerged victorious, clinching first place with their quick responses and in-depth knowledge of the Constitution.

## Literary Exploration through Book Review Competition



The Book Club organized a Book Review Competition on April 17, 2025, aiming at fostering a love for reading and promoting critical thinking among students. The event served as a platform for participants to present and discuss books that had inspired them. A total of six enthusiastic students took part, each offering a unique perspective on their chosen book. The reviews spanned a wide range of genres—from fiction to non-fiction—reflecting the participants' diverse literary interests.

Presentations were evaluated on analytical insights, clarity of expression, and audience engagement. After careful deliberation, Ms. Kritika Rajpal, Mr. Kunal Verma, and Ms. Anuja were declared first, second, and third respectively. Based on cumulative scores from two book review rounds, Mr. Kunal Verma (first), Ms. Vamika Jain (second), and Ms. Gursimar Kaur (third) were adjudged the overall winners. The competition was a resounding success, encouraging participants to delve deeper into literature and enhancing their critical reading skills.

## SACCM IMPACTEERS - THE MARKETING CLUB

### WordInk- A Creative Marketing Challenge



An innovative marketing competition was organized by SACCM Impacteers on August 28, 2024, challenging students to select a brand aligned with a social issue or one that could drive significant social impact. The event saw enthusiastic participation from 11 teams, each comprising three members, who showcased their marketing skills by presenting strategies for addressing social issues. Teams proposed creative solutions, ranging from raising awareness about environmental sustainability to

promote social justice through impactful campaigns. The first place was secured by the team 'Market Innovators', followed by 'Nemika' in second and 'Team Guts' in third place. The competition successfully highlighted the intersection of marketing and social responsibility, offering students a platform to apply their skills to real-world issues. It emphasized the importance of integrating social impact into marketing strategies, demonstrating their relevance in today's business landscape.

### War of Campaigns: Marketing with a Cause



The Marketing Club organized an intra-college event titled 'War of Campaigns' on October 28–29, 2024, aimed at promoting entrepreneurial skills and social responsibility. In collaboration with NSS, the first day featured stalls set up by eight student teams selling Diwali-themed products handcrafted by NGOs

including *Ek Prayaas*, *Ek Jot Viklang Bachon Ka School*, *Guru Gyan Jyoti Welfare Society*, and *Netrahin Manavta De Sewa Welfare Society*. Forty students participated, demonstrating creativity, teamwork, and real-world marketing application.

On the second day, teams presented their strategies and results to a panel of judges, critically analyzing their experiences. The teams 'Kindling Hearts', 'Seeds of Hope', and 'Marketing Bulls' emerged as winners. The event blended festive spirit with hands-on learning and community impact, raising funds for social causes while underscoring the vital connection between marketing skills and social responsibility.



## Marketing Mashup: Real Challenges, Real Thinking, Real Marketing

On February 5, 2025, the Marketing Club hosted an exciting intra-college team event, "Marketing Mashup," where students demonstrated their marketing acumen and intellectual prowess. The event provided participants with a dynamic platform to gain real-world experience in a competitive setting. By engaging in this competition, students not only deepened their understanding of marketing strategies but also strengthened their teamwork skills.



The competition was structured to evaluate participants on various key attributes such as creativity, problem-solving, strategic thinking, and presentation abilities. Following a rigorous set of preliminary rounds on February 4, 2025, seven teams advanced to the final stage. In the finals, participants applied their theoretical marketing knowledge and brand awareness to address real-world challenges, pitching innovative solutions. Team 'Rara Aves' claimed first place in the competition, 'Tech Titans' secured second, and 'Brand Busters' took third place. Are sounding success, the event brought together creativity, collaboration, and an impressive showcase of essential marketing competencies.

## Marketing Trivia 2.0: A Battle of Wits and Strategy



The Marketing Club organized an engaging intra-college quiz event, "Marketing Trivia 2.0," on March 25 and 26, 2025. Designed to challenge and inspire, the event provided students with a platform to showcase their marketing knowledge while promoting teamwork and healthy competition. The preliminaries, held on March 25, saw participation from over 40 enthusiastic teams of three members each. After a rigorous round of questioning, six teams advanced to the final.

The grand finale on March 26 featured a thrilling face-off, with teams demonstrating strong grasp of marketing fundamentals, current trends, and strategic decision making. More than just a quiz, the event tested participants' composure under pressure and their collaborative abilities. Team '*Trivia Titans*' clinched first place with a stellar performance, followed by '*Three Marketeers*' in second, and '*KPM SACCM*' in third, all demonstrating strong marketing acumen and cohesive teamwork. The event highlighted the enduring relevance of collaboration, competitive spirit, and adaptability in today's rapidly changing marketing landscape.



## FINANCE AND INVESTMENT CLUB

### Navigating Financial Risks: Empowering Students for a Secure Future



The finance and investment club organized an insightful session on “*Risk Management and Financial Literacy*” on October 9, 2024, led by Mr. Virander Dutta, a certified carrier analyst and insurance consultant. Mr. Dutta covered essential aspects of financial risk, focusing on two key risks: dying too young and living too long. He presented life insurance as a solution to the former and retirement planning for the latter. Emphasizing the importance of financial literacy, he advocated for its inclusion in educational curricula. He also explained key financial concepts such as the rule of 8-4-3 and the rule of 72. The session concluded with practical tips on



budgeting, investment strategies, and retirement planning, providing students with valuable tools for securing their financial well-being.

## Money Heist: A Finance-Themed Treasure Hunt Challenge



The Finance and Investment Club kicked off an exciting, mind-bending experience with "*Money Heist*"-A Finance-Themed Treasure Hunt” designed to boost financial literacy and hone strategic thinking. The event unfolded in two thrilling phases: a 'Quiz'-the preliminary round and a fast-paced 'Treasure Hunt'- the main event, aimed at testing problem-solving, teamwork, and financial expertise. On the day of this event. i.e. February 20, 2025, 47 teams participated in a high-stakes, one-hour '*Finance and Investment Quiz*', with the top 10 teams advancing to the Treasure Hunt on February 24. Armed with intricate finance clues and real-time leader board updates, participants raced against the clock to uncover hidden treasures. In the end, Team '*Treasurers*' emerged as the winners, while Team '*APS*' secured the second place. The innovative event masterfully combined learning with competition, sharpening participants' analytical skills and setting the stage for future finance-related challenges.



## Algorithmic Trading: The Intersection of Technology and Finance

On April 8, 2025, the Finance and Investment Club hosted a successful seminar on '*Algorithmic Trading*', featuring Mr. Manish Malhotra, Vice-President at Findoc Investmart Private Limited. The seminar attracted a diverse group of students eager to learn about this cutting-edge approach to trading, which uses algorithms and computer programs to execute strategies with speed and precision. Mr. Malhotra began by introducing the core principles of algorithmic trading, highlighting its increasing relevance in modern finance.





He explained how automation, machine learning, and data analytics are reshaping investment strategies. Key topics like back-testing, market indicators, trading signals, and risk management were explored in depth. The session sparked lively discussions, with Mr. Malhotra fielding a multitude of questions and offering valuable, real-world insights drawn from his extensive industry experience. By the end of the seminar, students had not only grasped the fundamentals of algorithmic trading but also acquired the crucial skills to thrive in this dynamic, cutting-edge field. The session truly bridged the gap between theory and real-world financial applications.

## EDUTALK CLUB

### India's Neutral Stance on Geo-Politics: An Engaging Open House



On October 7, 2024, the EduTalk Club hosted an open house discussion on the theme "India's Neutral Stance on Geo-Politics" Principal Prof. (Dr.) Vishal Kumar highlighted that India's neutral approach is deeply rooted in its historical policy of non-alignment and strategic autonomy. This position allows India to maintain a balanced presence in global affairs, engaging with multiple powers without aligning with any particular bloc. During the discussion, students emphasized India's neutral relationships with countries like the United States, China, and Russia. By fostering diverse international partnerships, India advocates for a multipolar world order, regional cooperation, and equitable global governance. India's pro-active participation in forums such as the G20 and BRICS underscores its commitment to



addressing global challenges like climate change and terrorism while upholding an independent foreign policy. The session concluded with an interactive question-and-answer segment.

## Breaking Stereotypes: Stories that Inspire Change – A TED Talk



Through these powerful narratives, the speakers brought attention to how stereotypes shape perceptions around race, ability, sexuality, and identity—and how they can be dismantled through lived experience and courageous storytelling. The session not only celebrated diversity but also encouraged open-mindedness and empathy, reminding the audience of the transformative impact of challenging biases. The event stood as a meaningful step toward fostering inclusion and understanding in both thought and action.

On February 6, 2025, the Edu Talk Club hosted a thought-provoking TED Talk session on the theme *"Breaking Stereotypes: Stories that Inspire Change."* Eight student speakers delivered impactful presentations, each spotlighting a trailblazing individual who defied societal norms and expectations. From challenging gender roles and cultural assumptions to overcoming disabilities and social class barriers, each story served as a testament to the power of resilience and individuality.



## Open Mic: A Celebration of Expression



On March 28, 2025, the EduTalk Club hosted an Open Mic event, offering a dynamic platform for students to share their stories, showcase their talents, and express themselves freely. Participants engaged the audience with various forms of self-expression, including self-written poetry, storytelling, thought narration, and experience-sharing. The event allowed students to connect on a deeper level, offering diverse perspectives and fostering creativity. It also nurtured



a sense of community, as individuals reflected on shared experiences, creating an atmosphere of belonging. The Open Mic highlighted the power of expression in cultivating meaningful connections and personal growth. This event exemplified the EduTalk Club's mission to inspire creativity, encourage dialogue, and build a more connected college community.

## CULTURAL FEST CUM TALENT HUNT COMPETITION



The College proudly organized a vibrant two-day Cultural Fest Cum Talent Hunt Competition on August 17, 2024, celebrated with great enthusiasm and participation. The event embodied the philosophy of Integral Education as envisioned by Sri Aurobindo, reflecting the college's commitment to holistic student development in his name.

The fest served as a platform for students to showcase their talents across a diverse range of cultural, artistic, and literary domains. A rich array of events was conducted, including Musical Items,

Dance Items, Fine Arts, Quiz, Handwriting, Theatrical Items, Creative Writing and Public Speaking. A soulful and inspiring guest performance was delivered by the students of 'Ek Prayas', a school for special children. Their heartfelt presentation added great emotional depth and meaning to the event, leaving the audience deeply moved and appreciative. The fest was a true celebration of talent, creativity, and inclusive spirit. Participants presented a blend of their creative capabilities, filling the campus with joy, energy, and a spirit of unity. The details of the prize winners are as follows:

## CULTURAL FEST 2024 RESULTS

MUSIC ITEMS			QUIZ		
GEET GAZAL					
Name	Class	Position	Name	Class	Position
Chhavi Sharma	B.Com 1C	1 <sup>st</sup>	Devansh Dhingra	B.Com 5C	1 <sup>st</sup>
Harmehar Kaur	B.Com 3A	2 <sup>nd</sup>	Anupam Gupta	B.Com 5C	
Mahir Grover	B.Com 5B	3 <sup>rd</sup>	Somil Arora	B.Com 5C	
INSTRUMENTAL MUSIC- PERCUSSION					
Name	Class	Position	Pratham Jain	B.Com 1B	2 <sup>nd</sup>
Ekaspreet Singh	B.Com 1C	1 <sup>st</sup>	Manan Dewan	B.Com 1B	
			Pranav Singla	B.Com 1A	
DANCE ITEMS					
GIDDA (GROUP)			Gursimar Kaur	B.Com 5A	3 <sup>rd</sup>
Name	Class	Position	Richa Sharma	B.Com 5A	
Harshita	B.Com 1A	1 <sup>st</sup>	Piyush Mittal	B.Com 5A	
Arshpreet	B.Com 1B				
Dipneet Kaur	BCA 1A				
Japnoor Kaur	B.Com 3C				
Kavneet	B.Com 1B				
Divya	B.Com 1A				
Ira Aggarwal	BCA 1	2 <sup>nd</sup>	HANDWRITING		
Nishtha	BBA 1		PUNJABI		
Yashika Arora	BCA 1		Name	Class	Position
Tanishka Vashist	B.Com 1		Sourav Gupta	B.Com 5A	1 <sup>st</sup>
Simarpreet Kaur	BCA 1		Bableen Kaur	BBA 3A	2 <sup>nd</sup>
Tania Garg	BBA 1		Karamveer Kaur	B.Com 3C	3 <sup>rd</sup>
Namya Bansal	BBA 1		HINDI		
Vanshika	BBA 1	Name	Class	Position	
Gursimrat Kaur	B.Com 1C	Manveen Kaur	B.Com 1B	1 <sup>st</sup>	
Shaganpreet Kaur	B.Com 1C	Sourav Gupta	B.Com 5A	2 <sup>nd</sup>	
Khushi Jindal	B.Com 1C	Noorpreet Kaur	B.Com 1B	3 <sup>rd</sup>	
Navneet Kaur	B.Com 1A	ENGLISH			
Simran Kaur	B.Com 1C	Name	Class	Position	
Kanan Arora	B.Com 1C	Mehak Sethi	B.Com 3A	1 <sup>st</sup>	
GIDDA (INDIVIDUAL)			Namita Taneja	B.Com 5C	2 <sup>nd</sup>
Dipneet Kaur	BCA 1A	1 <sup>st</sup>	Arshpreet Kaur	B.Com 1C	3 <sup>rd</sup>
Namya Bansal	BBA 1	2 <sup>nd</sup>			
Shaganpreet Kaur	B.Com 1C	3 <sup>rd</sup>	CREATIVE WRITING		
			POEM WRITING		
Name	Class	Position	Name	Class	Position
Ragini Thapar	B.Com 3A	1 <sup>st</sup>	Pratham Sharma	B.Com 5C	2 <sup>nd</sup>
Prabhgun Kaur	B.Com 5A	3 <sup>rd</sup>			

CLASSICAL DANCE			STORY WRITING		
Name	Class	Position	Name	Class	Position
Navkiran	B.Com 5A	1 <sup>st</sup>	Dhriti Garg	B.Com 5C	1 <sup>st</sup>
Diya Mithali	B.Com 3A	2 <sup>nd</sup>	Radha Arora	B.Com 3A	2 <sup>nd</sup>
<b>THEATRICAL ITEMS</b>			Savleen Kaur	B.Com 5C	3 <sup>rd</sup>
<b>SKIT- GROUP</b>					
Name	Class	Position	ESSAY WRITING		
Kunal Verma	BBA 5B	1 <sup>st</sup>	Name	Class	Position
Shubhangi	B.Com 5C		Kanishka Jain	B.Com 5C	1 <sup>st</sup>
Shaganpreet Kaur	B.Com 1C		Falak Sagar	B.Com 1B	2 <sup>nd</sup>
Hardik Jain	B.Com 5B				
Harmehar Kaur	B.Com 3A		<b>FINE ARTS</b>		
Armaan Tandon	B.Com 3A		<b>RANGOLI</b>		
<b>SKIT- INDIVIDUAL</b>			Name	Class	
Name	Class	Position	Noorpreet Kaur	B.Com 1B	1 <sup>st</sup>
Kunal Verma	BBA 5B	1 <sup>st</sup>	Arshpreet Kaur	B.Com 1C	Consolation
Shubhangi	B.Com 5C	2 <sup>nd</sup>			
Hardik Jain	B.Com 5B	3 <sup>rd</sup>	<b>MEHNDI</b>		
Harmehar Kaur	B.Com 3A	3 <sup>rd</sup>	Name	Class	Position
Amanat	BBA 1B	Consolation	Aayushi Jain	B.Com 1C	1 <sup>st</sup>
<b>HISTRONICS</b>			Diya Aggarwal	B.Com 3C	2 <sup>nd</sup>
Name	Class	Position			
Kunal Verma	BBA 5B	1 <sup>st</sup>	<b>ENNU MAKING</b>		
<b>PUBLIC SPEAKING</b>			Name	Class	Position
<b>DEBATE</b>			Noorpreet Kaur	B.Com 1B	1 <sup>st</sup>
Name	Class	Position			
Kunal Verma	BBA 5B	1 <sup>st</sup>	<b>COLLAGE MAKING</b>		
Vamika Jain	B.Com 1C	2 <sup>nd</sup>	Name	Class	Position
Kshitija Sood	BBA 5A	3 <sup>rd</sup>	Gurpreet Kaur	B.Com 3A	Consolation
<b>ELOCUTION</b>			<b>POSTER MAKING</b>		
Name	Class	Position	Name	Class	Position
Kshitija Sood	BBA 5A	1 <sup>st</sup>	Chahat	B.Com 1A	Consolation
<b>POEM RECITATION</b>			<b>CARTOONING</b>		
Name	Class	Position	Name	Class	Position
Manibhaa Jain	B.Com 1A	1 <sup>st</sup>	Sourav Gupta	B.Com 5A	1 <sup>st</sup>
Prabgun Kaur	B.Com 5A	2 <sup>nd</sup>	Ragini Thapar	B.Com 3A	2 <sup>nd</sup>
Kritika	BBA 3B	3 <sup>rd</sup>	<b>STILL LIFE DRAWING</b>		
Anuja Jain	B.Com 1B	3 <sup>rd</sup>	Name	Class	Position
			Shreya Arora	B.Com 5C	1 <sup>st</sup>
			Kirat Kamal Kaur	B.Com 1A	2 <sup>nd</sup>

## CAMPUS PULSE: INITIATIVES BY SACCM CELLS AND FORUMS

### INTERNAL QUALITY ASSURANCE CELL (IQAC)

#### Expert Talk on Workplace Etiquette and Soft Skills: Thriving in a Professional Environment



The Internal Quality Assurance Cell (IQAC) and Career Guidance and Placement Cell (CGPC), in collaboration with Hitbullseye, organized an expert talk titled “*Workplace Etiquette and Soft Skills: Thriving in a Professional Environment*” on October 10, 2024. The session featured Mr. Hitesh Kumar Gulati, a seasoned corporate leader with extensive experience in workforce strategy and HR transformation. Mr. Gulati emphasized the importance of professionalism, mindfulness, and effective communication in the workplace success. He introduced the TACTS framework: Time Management, Appearance, Communication, Teamwork, and Social Media Conduct highlighting the role each plays in shaping a well-rounded professional. With real-world examples, he offered practical guidance on aligning personal behavior with organizational culture and expectations. The session wrapped up with an engaging Q&A, where students tapped into Mr. Gulati's expertise through personalized questions, gaining practical strategies to apply soft skills in real-life professional settings. Blending insight with inspiration, the talk offered a fresh perspective on how soft skills complement technical know-how are essential for thriving in today's professional landscape.



## FDP on Designing Case Study- An Innovative Approach in Teaching and Research



The Internal Quality Assurance Cell (IQAC), in collaboration with the Research and Faculty Development Cell (RFDC), organized a two-day Faculty Development Program (FDP) titled *"Designing Case Study: An Innovative Approach in Teaching and Research"* on December 13–14, 2024. The distinguished resource person, Dr. Amit Kumar Srivastava, Associate Professor at IIM-Bodhgaya, led the sessions with great insight and expertise. Day 1 commenced with an interactive case discussion, where Dr. Srivastava emphasized the significance of structuring cases around a central protagonist, a defined problem, and a well-crafted teaching note. He underscored the role of clear learning outcomes in

enhancing student engagement and deepening analysis. On Day 2, he encouraged faculty to begin case design by drafting teaching notes, ensuring alignment with pedagogical goals. Through hands-on exercises and personal examples, he guided participants in refining their case narratives and designing effective discussion questions. The workshop saw enthusiastic participation, with faculty actively engaging in discussions and raising thoughtful queries. The FDP proved to be an enriching academic experience, equipping educators with practical tools and fresh perspectives to integrate case-based learning into their teaching and research practices.

## CAREER GUIDANCE AND PLACEMENT CELL (CGPC)

### Career Enrichment Talk- Empowering Your Future: Building a Fulfilling Career

The Career Guidance and Placement Cell in association with Hitbullseye organized a career enrichment talk titled *"Empowering Your Future: Building a Fulfilling Career after Graduation"* on August 10, 2024. The session was conducted by Mr. Anoop Ohri, IIM Lucknow alumnus and Professor of Marketing, with over 15 years of experience in academia and corporate training. Mr. Ohri emphasized the importance of skill development, personality grooming, and aligning academic knowledge with real-world applications, especially in interviews. He guided students on resume-building and stressed the



value of extracurricular activities, internships, and public speaking in enhancing employability. Using examples like Dabur Honey and Nestlé Maggi, he highlighted the role of current affairs in the marketing landscape. Concluding the session, Mr. Ohri underscored confidence as a critical professional trait that directly impacts performance, growth opportunities, and long-term career satisfaction. The session was highly interactive and offered valuable insights for students planning their careers.



## Beyond Books: Gaining Hands-On Skills for Career Readiness



CGPC organized a session titled “*Beyond Books – Gaining Hands-On Skills for Career Readiness*” on September 3, 2024. The guest speaker, Ms. Tanushree Gupta-HR consultant, transformation coach, and expert in talent management-brought over a decade of experience to the session. She emphasized the importance of developing real-world skills beyond academic learning, including strong communication, critical thinking, and problem-solving abilities.

Ms. Tanushree highlighted how persistence, when aligned with passion and purpose, drives long-term success. She also stressed the role of digital literacy, adaptability, and learning agility in thriving in dynamic work environments. She advocated participation in internships, public speaking, and extracurricular activities to enhance their professional readiness. Immersed in real-world examples and motivational insights, the talk empowered students with the knowledge and inspiration to actively pursue a fulfilling, future-ready career. It was an insightful talk that bridged academics with real-world career skills.



## Beyond the Classroom: Paving your Way to Professional Success- An Expert Talk



CGPC in collaboration with Hitbullseye, organized an expert talk titled *"Beyond the Classroom: Paving Your Way to Professional Success"* on January 31, 2025. The keynote speaker, Group Captain Sandeep Mohan, a distinguished Indian Air Force veteran, brought insights from his extensive experience in leadership, discipline, and mentorship. He emphasized the importance of interdisciplinary learning, encouraging students to connect concepts across domains to foster broader cognitive growth. Mr. Mohan discussed the importance of successful networking, mindfulness, engaged listening, and

personal branding while highlighting fundamental elements of professionalism. He also stressed the need for mindfulness and curiosity in professional settings, while advocating for constructive criticism as a tool for self-improvement. The session concluded with a strong message on ethical integrity, underscoring the role of honesty in career advancement. The talk proved highly enriching, equipping students with practical knowledge and inspiration to evolve into confident, capable professionals.

## Career Talk-From Aspiration to Achievement: Career Growth & Interview Secrets



importance of goal setting, continuous learning, and skill development in shaping successful careers. Drawing inspiration from the journeys of notable personalities like Abhinav Bindra and Kapil Dev, he encouraged students to pursue their passions with dedication. In addition to its informative content, the session facilitated networking among students and industry professionals in the career guidance sphere. To close, an engaging Q&A allowed participants to delve deeper into the nuances of communication skills and career progression.

The Career Guidance and Placement Cell, in collaboration with IMS Ludhiana, organized a career talk titled *"From Aspiration to Achievement: Career Growth & Interview Secrets"* on February 10, 2025. The session was led by Mr. Munish Dewan, Director of IMS Ludhiana Centre, who emphasized the critical role of communication, collaboration, and confidence in today's professional world. He provided practical insights into mastering group discussions and interview techniques, blending theory with interactive exercises that engaged students directly. Mr. Dewan also highlighted the



## A Deep Dive into 'Cybersecurity as a Career: Is It the Right Fit for You?'



The Career Guidance and Placement Cell organized an insightful session on “*Cybersecurity as a Career: Is It the Right Fit for You?*” on February 17, 2025. The session aimed to provide students with essential knowledge about the growing field of cyber security, its career opportunities, and the skills needed to thrive. The event featured two distinguished experts: Mr. Jatin Jain, Senior Manager at CYTC Security Pvt. Ltd., with over 20 years of experience in web development, digital marketing, and cybersecurity, and Mr. Pankaj Yadav, Cybersecurity Speaker & Cyber Crime Consultant, specializing in incident

response, data protection, and network security. The experts provided a comprehensive overview of cybersecurity, discussing its critical role in today's digital world and career paths such as ethical hacking, penetration testing, and cyber law. They also stressed the importance of certifications like CEH, CISSP, and CompTIA Security+ and staying updated on industry trends. The session culminated in an interactive Q&A, where students explored key career pathways and the competencies essential in the field of cybersecurity.

## Changing Career Perspectives: : Mindset, Self-branding & Global Opportunities



The Career Guidance and Placement Cell hosted an engaging discourse on “*Changing Career Perspectives: Mindset, Self-branding & Global Opportunities*” on March 18, 2025. The event was designed to equip students with strategic insights into the evolving landscape of career development in a globalized world. Mr. Ayush Jain-an accomplished education counselor and fintech entrepreneur-led the session, bringing his multifaceted experience to the fore. The program commenced with an aptitude assessment curated by Mr. Jain to help students identify their strengths and interests. This set the stage for a deeper conversation on how career success today transcends academic qualifications and professional experience.

Mr. Jain underscored the growing importance of cultivating a forward-thinking mindset, building a strong personal brand, and leveraging global opportunities. He emphasized adaptability, resilience, and technological fluency as indispensable traits in the modern job market. The session featured hands-on activities focused on profile building and self-branding, giving students practical tools to navigate real-world career challenges. The session ended with an engaging Q&A, where students clarified their doubts regarding career paths, skill development and future job prospects.

## SACCM WOMEN DEVELOPMENT CELL (WDC)

### "Be Your Own Boss": Empowering Women Through Personal Effectiveness



On October 8, 2024, the Women Development Cell organized the workshop “*Be Your Own Boss: A Personal Effectiveness and Grooming*” for B.Com First and Second-year girl students. Led by Ms. Amardeep Kaur, a youth and well-being expert, the session focused on building confidence, personal effectiveness, and professional grooming. Through interactive discussions, grooming demos, time management tips, and communication exercises, participants gained valuable skills for leadership and entrepreneurship. The workshop received enthusiastic participation, highlighting the significance of such initiatives in fostering confident and capable future leaders.

## From Awareness to Action: Mastering Self-Defence in Real-Life Situations



On September 9, 2024, WDC organized an empowering session titled *"From Awareness to Action: Mastering Self-Defence in Real-Life Situations."* The session was conducted by Mr. Shihan Kamal Sharma, a distinguished martial arts instructor and self-defence expert. Aimed at equipping female students with practical safety skills, the session included live demonstrations of escape manoeuvres, defensive postures, and the use of everyday items as protective tools. The talk also emphasized on understanding self-defence principles including awareness, avoidance, and assertiveness. Students actively participated in hands-on training, gaining confidence to handle real-world threats. The event reinforced the importance of situational awareness, personal safety, and assertiveness, receiving enthusiastic feedback from participants for its practical and empowering approach.

## A Talk on Women's Constitutional Rights



On February 18, 2025, the Women Development Cell organized an awareness talk on *"Constitutional Provisions on Women's Rights in India"*, featuring Dr. Arti Puri, Professor at the University Institute of Laws, Panjab University Regional Centre, Ludhiana. The session aimed to enhance legal literacy among female students by deepening their understanding of women's constitutional rights. Dr. Puri provided a comprehensive overview of key provisions, including equality before law, non-discrimination, equal employment rights, and equal pay for equal work. She further elaborated on Directive Principles

of State Policy, particularly Article 42, addressing humane working conditions and maternity benefits. The session also touched upon pressing issues such as workplace sexual harassment, the rights of gig workers, and the role of women in constitutional development. Government initiatives like She-Box and One Stop Centres were introduced, empowering students with practical tools for support. The talk offered meaningful insights, enhancing legal literacy and empowering participants with a clearer understanding of their constitutional rights

## Mental Wellness and Mood Makeover: A Reflective Discourse

The Women Development Cell celebrated International Women's Day on March 8, 2025 through a reflective discourse on “*Mental Wellness and Mood Makeover*”. College Principal Prof. (Dr.) Vishal Kumar expressed his respect towards women while recollecting the life struggles and strength of the female protagonist 'Sita' of the Hindu epic Ramayana. Ms. Esha Jain recited her self-composed poem calling for change in the stories girls use to listen since ages and teach her to win struggles herself. The rejuvenation session involved a series of activities aimed at calming the mind and recharging the body. The event commemorated a day that symbolizes equality, justice, and empowerment for all.



## SACCM TECHNOLOGY BUSINESS INCUBATOR

### Brand 404 2.0- The Ultimate Marketing Makeover



The SACCM Technology Business Incubator (TBI) hosted “*Brand 404 2.0*” on August 10, 2024, offering students a dynamic platform to showcase their creativity and analytical skills by evaluating marketing strategies and presenting restructuring plans. The event was judged by Mr. Prince Vohra, Vice President of Alumni Affairs and Assistant Professor of Marketing at GLA University, Greater Noida. The event aimed at honing students' analytical and problem-solving abilities. During the competition, 33 teams evaluated brands like Subhiksha, BSNL, Apple Pippin, and Micromax, identifying critical marketing flaws. After the preliminary round on August 6-7, 10 teams were short listed. 'Team Market Mavericks' won third place, 'Team Guts' took second, and 'The Three Marketeers' and 'Business Wizards' tied for first place. 'Team The Shadow Auditors' received a consolation award. Mr. Vohra's feedback during the Q&A deepened participants' understanding of marketing strategies.



## Unlocking Business Potential: Startup and MSME Support Schemes-Mentorship Talk



On February 19, 2025, SACCM-TBI organized a career mentorship talk titled “*Unlocking Business Potential: Startup and MSME Support Schemes,*” featuring CA Rajan Gupta, Deputy General Manager, Small Industries Development Bank of India (SIDBI), Ludhiana, as the keynote speaker. The session was designed to enhance students' understanding of the evolving startup ecosystem and the institutional support available to Micro, Small, and Medium Enterprises (MSMEs). Mr. Gupta provided a comprehensive overview of the entrepreneurial journey, beginning with ideation, market research, and business model development. He elaborated on key aspects of startup and MSME

registration, emphasizing legal frameworks, intellectual property rights, tax incentives, and regulatory compliance.

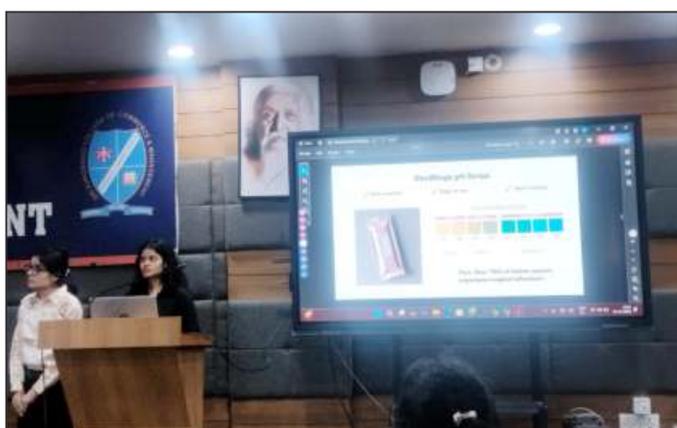
The session also addressed various government schemes and financial assistance programs aimed at fostering innovation and sustainable business growth. Through real-world insights and practical advice, the speaker encouraged students to explore entrepreneurship as a viable career path. The interactive Q&A segment further enriched the session, allowing students to engage directly with the expert and seek guidance on their business ideas and aspirations.

## Ideathon 2.0: Igniting Innovation and Entrepreneurial Thinking



SACCM Technology Business Incubator (TBI) successfully hosted Ideathon 2.0, an inter-college innovation competition on April 7, 2025. The event brought together aspiring innovators, creators, and entrepreneurs from various institutions, offering them a dynamic platform to present and refine forward-thinking solutions. Focused on encouraging critical thinking, creativity, and collaboration, the event served as a catalyst for entrepreneurial exploration. Out of 22 registered teams, seven were shortlisted to

present their ideas to an expert panel. A key highlight was the presence of Mr. Rohan Kashyap, an accomplished entrepreneurship expert, who served as a judge and offered actionable insights on user-centric design, sustainability, and scalability, helping participants enhance their concepts and assess real-world applicability.



Team 'Truckbid' from Chandigarh University, with Abhay and Sarthak Gupta, won first place. Team 'Sanjivani' from SACCM secured second, and Team 'Unicorn Hunters', also from host college, claimed third. The top three teams were awarded cash prizes

of ₹5100, ₹3100, and ₹2100, along with mementos and certificates. The event emphasized the vital role of mentorship and expert feedback in transforming innovative ideas into viable ventures.

## YOUNG ENTREPRENEURSHIP NETWORK (YEN)

### The Startup Ecosystem: Navigating Challenges & Opportunities

On August 7, 2024, the Young Entrepreneurship Network (YEN) organized a session titled “*The Startup Ecosystem: Navigating Challenges & Opportunities*” with Mr. Lokesh Jain, Chairman of CII-Ludhiana Chapter, as the keynote speaker. The session offered aspiring entrepreneurs practical insights into building successful ventures. Mr. Jain emphasized the importance of understanding the “What,” “How,” and “Why” when identifying market gaps and innovating solutions. He encouraged students to define clear vision and mission statements—even for family-run businesses.



Highlighting that “network is net worth,” he stressed the value of strategic relationships in entrepreneurship. His engaging talk inspired students to overcome doubts, embrace innovation, and pursue their entrepreneurial ambitions with clarity and confidence.



## “Cultivating Entrepreneurial Spirit: Unlocking Mindset and Mastery”- Inspiring Future Innovators



On October 14, 2024, the Young Entrepreneurship Network organized an engaging session titled “*Cultivating Entrepreneurial Spirit: Unlocking Mindset and Mastery*” for aspiring entrepreneurs. Mr. Randeep Singh Bhogal, Partner at Bhogal Sales Corporation, shared valuable insights on the traits of

successful entrepreneurs, drawing on examples from visionaries like Elon Musk and Steve Jobs. He emphasized initiative, overcoming fear, embracing diversity, and continuous learning as key components of the entrepreneurial mindset. Mr. Bhogal also stressed the importance of supporting innovative ideas with data-driven analysis. Using inspirational quotes from global leaders, he reinforced his message. He commended the college's initiative to nurture entrepreneurial thinking, aligning with societal needs and fostering innovation, resilience, and strategic thinking among students.



## Empowering Entrepreneurs: Crafting a Compelling Startup Pitch Deck



The Young Entrepreneurship Network organized an insightful and empowering session titled “*Crafting a Compelling Startup Pitch Deck*” on February 18, 2025, designed for budding entrepreneurs. Mr. Arjun Sethi, Founder and Owner of SCASA Group of Industries, facilitated the session as the featured speaker, offering valuable strategies for creating an effective pitch to investors. He emphasized the power of storytelling to present the core problem and its solution, citing Steve Jobs' iconic iPod pitch as an



example. Mr. Sethi stressed the importance of clearly showcasing a startup's unique value proposition and instilling a sense of urgency among investors. He also highlighted the role of robust data analysis in supporting innovative ideas and enhancing credibility. Drawing inspiration from quotes by global leaders, Mr. Sethi reinforced his message. He also praised the college's initiatives aimed at fostering entrepreneurial awareness, creativity, and skills that align with societal needs.

## Startups and Sustainability: Advancing the Circular Economy



The Young Entrepreneurship Network hosted a valuable and empowering expert talk on the theme “*Role of Startups in Advancing Circular Economy*” on April 8, 2025, tailored for entrepreneurial aspirants. Dr. Vipasha Sharma, TiEcon 2023 Awardee and Founder & CEO of MKelly Biotech Pvt. Ltd., served as the resource person, offering valuable insights into the critical role startups can play in fostering sustainable development. Dr. Sharma highlighted the escalating need for recycling and the

environmental consequences of disposable products. She stressed the crucial role startups can play in driving a circular economy. Furthermore, she discussed key challenges faced by startups, such as overcoming trust issues within the supply chain, and emphasized the significance of patents in gaining a competitive advantage. The session not only fostered entrepreneurial awareness but also reinforced the importance of sustainability-driven innovation in today's startup ecosystem.

## SHAPE THE MIND PROGRAMME

### Leadership in Action: Mr. Sachit Jain Inspires Youth to Transform Vision into Reality



On August 14, 2024, the college hosted an insightful session titled “*Leadership: Transforming Vision Into Reality*” under its Shape the Mind programme. The session was led by Mr. Sachit Jain, Vice-Chairman and Managing Director of Vardhman Special Steels Limited, Ludhiana. Mr. Jain captivated the audience with his dynamic and thought-provoking address, emphasizing the immense potential of youth in shaping the future. Through personal anecdotes and real-world examples, including international experiences and college memories, he urged students to develop leadership qualities by embracing bold decisions, stepping outside comfort zones,

emphasizing that true leadership begins with personal initiative. Rather than waiting for change to occur, he encouraged them to become the catalyst for transformation themselves. He stressed that true leaders don't simply follow the conventional path they organise, influence, and think critically. Mr. Jain also underlined the importance of physical and mental well-being, stating that happiness and health are fundamental to sound decision-making. His message resonated deeply: live with purpose, lead with courage, and value what truly matters. Students were inspired by his energy, practical wisdom, and authenticity, making the session not only educational but deeply motivational.



## Science of Managing Stress and Unlocking Happiness: A Transformative Session



On October 18, 2024, an insightful session titled “*Science of Managing Stress and Unlocking Happiness*” was organized under the Shape the Mind programme. Dr. Gurbir Singh, Assistant Professor at IIM Amritsar, served as the resource person and shared valuable insights into the psychological and physiological roots of stress. He introduced concepts like upward and downward counter-factual thinking and questioned conventional ideas of happiness, emphasizing that material pursuits offer limited



control over well-being. Dr. Singh also highlighted how social media fosters comparison, often diminishing personal satisfaction. Drawing from personal experiences, he encouraged students to reflect on their values, set meaningful goals, and prioritize emotional well-being. The session offered practical strategies for managing stress and inspired students to cultivate lasting happiness in a fast-paced world.

## Manifesting Success: Unlocking the Law of Attraction

On January 27, 2025, the Shape the Mind Program conducted a transformative session on the 'Law of Attraction,' led by Ms. Aashna Jain, a distinguished alumna and former State Head (Punjab and Haryana) at Phone Pe Private Limited. Ms. Jain engaged the audience with a dynamic and insightful discourse on the contemporary relevance of the Law of Attraction. She articulated the foundational premise that human thoughts and intentions possess the capacity to influence and shape one's reality. Emphasizing the importance of mental conditioning, she underscored that positive manifestation is initiated through the deliberate cultivation of a constructive mindset,



coupled with sustained and goal-oriented action. She emphasized the relationship between destiny and manifestation and asserted that an unwavering determination can shape instances to one's favor. She illustrated this with examples from the lives of Elon Musk, Gukesh Dommaraju, and Walt Disney, highlighting the power of focused effort and belief. Concluding with the message that gratitude is essential for personal growth, she recommended the book *Chicken Soup for the Teenage Soul* for further inspiration. The talk resonated strongly with students, encouraging them to adopt a more intentional and positive outlook toward their goals.

## 'What's Your Story?'-Revisiting Our Life Script



As part of the Shape the Mind Program, a thought-provoking session titled "*What's Your Story? Revisiting Our Life Script*" was held on March 17, 2025. The session featured the distinguished Dr. Sandhya Mehta, Principal of Guru Nanak Institute of Management and Technology, Ludhiana, as the guest speaker. Dr. Mehta captivated the audience with her scholarly yet engaging delivery, focusing on self-awareness, the power of manifestation, and the importance of unlearning to foster meaningful learning. Drawing from both personal experiences and daily life examples, she emphasized that true wisdom begins with self-discovery. Encouraging students to script their own life stories, she urged them to overcome internal fears and ego states, step beyond comfort zones, and stay mindful of their



social environment. She highlighted the crucial role of mental well-being in making sound decisions and achieving personal growth. Dr. Mehta concluded by stressing the value of reading, noting that 'those who read, lead'. By blending reflection with practical wisdom, the session inspired students to navigate life more consciously and authentically.

## YOGA AND MEDITATION CELL

### Emotional Detoxification: A Session on Enhancing Emotional Intelligence



On September 16, 2024, the Meditation Cell organized a session on '*Emotional Detoxification*' for the college faculty. The session was led by BK Dr. Himanshu Goyal from Vishwa Shanti Sadan, Ludhiana. The session aimed to explore strategies for enhancing emotional intelligence to support both personal and professional development. It focused on emotional detox as a process to alleviate stress, worry, and defensiveness. Dr. Goyal emphasized that

teaching is a continuous learning journey and highlighted the importance of understanding one's own emotions to foster a conducive learning environment. Dr. Goyal also shared that emotional detoxification promotes balance and reduces reactivity, empowering educators to navigate dynamic classroom situations with greater emotional resilience.



## Fostering Wellness through Yoga: International Yoga Day Celebrations



The college celebrated 'International Yoga Day' on June 21, 2025 highlighting the significance of holistic well-being. The session was led by certified yoga trainer Ms. Umang Singh, who emphasized the balance between body, mind, and soul. Under the expert guidance of her team, staff members engaged in various yogic kriyas aimed at inner purification and mental clarity. Yoga, described as a journey from the outer world to inner consciousness, offered participants a profound sense of calm and fulfilment. The practice not only rejuvenated the body but also nurtured spiritual harmony, reflecting the deep-rooted values of Indian culture. Appreciating the initiative, Principal Prof. (Dr.) Vishal Kumar emphasized that such practices leave a lasting impact on physical, mental, and emotional well-being. He also highlighted the theme '*One Earth, One Health*', underscoring yoga's vital role in nurturing both personal health and ecological well-being.



## DANCE CLUB

### Dance Workshop: A Rhythmic Journey

The Dance Club of SACCM successfully conducted an 8-day dance workshop from 12–20 June 2025 in the college campus. Aimed at enhancing students' dance skills, fitness, and creative expression, the workshop drew 20 enthusiastic participants from various classes. Sessions included warm-ups, choreography, technique training, and group practice across styles like Classical, Punjabi folk, and Bollywood. Students received personal feedback and showed marked improvement in coordination and confidence. A showcase performance on the final day highlighted their improved dancing skills. The initiative was widely appreciated and encouraged as a valuable step toward nurturing creativity, discipline, and self-expression among students.



## NSS IN ACTION: FOSTERING RESPONSIBLE CITIZENS

The College NSS Unit undertakes a diverse range of activities aimed at fostering social awareness and responsibility among students. A brief overview of its key initiatives is provided below:

### Free Medical Camp in collaboration with Vardhman Special Steels Ltd.



On September 29, 2024, the NSS Unit, in collaboration with Vardhman Special Steels Ltd. Ludhiana, organized a free medical camp in village Mansuran adopted under NSS's outreach program. Bharat Vikas Parishad supported the initiative by arranging medical professionals. Forty NSS volunteers facilitated health checkups, including blood pressure, blood sugar, ECG, and dental screenings, benefitting over 150 villagers. Free medicines were also distributed. Prior to the event, volunteers were trained at DMC Hospital and conducted door-to-door awareness drives. A post-camp rally was also held to promote the "Swachh Bharat" mission, reflecting the volunteers' commitment to health education and community service.



### NSS Volunteers Lead "Swachhta Hi Seva Hai" Initiative

On October 2, 2024, NSS volunteers organized a daylong camp under the theme "Swachhta Hi Seva Hai", promoting the Swachh Bharat Abhiyan and inspire civic responsibility. The day began with a cleanliness pledge, followed by a visit to the Jagannath Temple and Goshala, where volunteers fed animals. A major cleanliness drive was carried out across Village Jhande and the college campus, with volunteers cleaning roads and public areas. A rally with slogans and banners further promoted hygiene awareness.





The initiative inspired civic awareness, encouraging students and the community to actively maintain clean, healthy surroundings. The visit offered students a hands-on learning experience in biodiversity conservation and sustainable development, fostering awareness of ecological restoration and the vital role industries and communities play in preserving the environment.

### Visit to Miyawaki forest developed by Vardhman Special Steels



On October 4, 2024, 51 NSS volunteers from Sri Aurobindo College of Commerce and Management visited the five-acre Miyawaki forest developed by Vardhman Special Steels in Ludhiana. Home to over 50,000 native trees, the forest was created using the Miyawaki method, a Japanese technique promoting rapid, dense, and sustainable afforestation. Volunteers explored the forest, observed its rich biodiversity, and learned about the ecological benefits of this approach. Mr. R. K. Rewari, Executive Director of Vardhman Special Steels, shared insights on industry-led environmental responsibility. The visit provided students with a unique opportunity to engage directly with nature and gain practical insights into biodiversity conservation and sustainable development.



## 7-Day NSS Camp

The NSS Unit organized a 7-Day NSS Camp from January 6 to 12, 2025. With the theme “*Awakening Youth for My Bharat*,” the camp was designed to inspire students to engage in selfless service, social awareness, and holistic development through a wide range of activities. An overview of the camp activities is provided below:

<b>Day 1</b>	<b>Spiritual Commencement &amp; Tribute to Shri Guru Gobind Singh Ji</b>	Camp Inauguration with a soulful prayer and a documentary on Guru Gobind Singh Ji, followed by Sukhmani Sahib Path. The day focused on fostering spiritual values, courage, and kick-starting teamwork among volunteers through planning committee formation.
<b>Day 2</b>	<b>Health and Fitness Awareness</b>	Session on blood and organ donation by Dr. Aikaj Jindal, followed by a fitness drill and CPR training. Intent was to promote physical well-being, awareness about life-saving practices, and inspired commitment to public health.
<b>Day 3</b>	<b>Environment Day &amp; Cleanliness Drive</b>	Participation in cycle rally (Rakh Bagh to PAU), cleanliness drive, and environmental awareness march. The activities instilled a sense of responsibility for sustainability and community hygiene.
<b>Day 4</b>	<b>Visit to Old Age &amp; Handicapped Home</b>	Visit to Guru Amardas Home, donation of food and essentials, interaction with residents. Volunteers felt encouraged with empathy and respect for the elderly and differently abled.
<b>Day 5</b>	<b>Awakening Youth &amp; Inner Wellness</b>	Fitness session, motivational talk by Mr. Vishwas Vaid on Swami Vivekananda's teachings, followed by meditation session. The experience empowered the volunteers, reinforcing their leadership abilities, discipline, and clarity of thought.
<b>Day 6</b>	<b>Service at Civil Hospitals</b>	Visits to three civil hospitals; distributed milk, tea, and snacks to underprivileged patients and locals. Through the experience, students practiced selfless service while extending help to the less fortunate.
<b>Day 7</b>	<b>Village Outreach &amp; Closing Ceremony</b>	Conducted awareness rallies in Jhande village on the theme 'digital scams' and 'environment' and revisited Guru Amardas Ashram. The camp concluded successfully with lasting memories and valuable life lessons for the volunteers.



As the camp came to a meaningful close, participants reflected on their journey and deepened their understanding of community service, leaving with a shared sense of accomplishment and fulfillment.

# THE THOUGHT ARENA: WHERE IDEAS CLASH AND MINDS EVOLVE

## INDEPENDENT THINKING EXERCISE (ITE)

### Finale of Thoughts: Independent Minds Taking Flight



The college remains deeply committed to fostering the holistic development of its students, with a strong emphasis on intellectual growth and independent thought. One such initiative, the Independent Thinking Exercise, is designed to challenge participants to think critically, form well-reasoned opinions, and articulate their views with confidence and clarity. The final round of this stimulating activity was held on February 5, 2025, centered on the thought-provoking topic: “*Choosing a Career: Passion or Pragmatism?*” Participants were evaluated on the depth and clarity of their arguments, the strength of their justifications, and the conviction with which they presented their perspectives. Advancing through several progressively challenging rounds, students demonstrated remarkable analytical acumen and persuasive skills. Finally, Gursimar Kaur (B.Com 6th Semester), Kunal Verma (BBA 6th Semester), and Nischay Sharma (BBA 4th Semester) were adjudged as the Best Independent Thinkers for their exceptional performances.

## BRITISH PARLIAMENTARY DEBATE (BPD)

### Catalysing Thought: BPD Finale Explores India's Political Imagination



The finale of the British Parliamentary Debate (BPD) for the 2024–2025 session took place on April 12, 2025, amid great enthusiasm and intellectual fervor. The motion debated was: “*This House Believes That a Nehruvian United States Can Catalyse India*” conducted in the esteemed British Parliamentary format-renowned worldwide for its focus on structured argumentation, spontaneous thinking, and collaborative engagement. The event challenged participants to explore complex issues from diverse perspectives. This high-stakes environment offered students a platform to demonstrate their analytical acumen, metaphoric prowess, and strategic thinking in line with international standards of debating. Rising above fierce competition, the team comprising Piyush Mittal and Dhruvika Mahajan (B.Com 5th Semester), Rachit Arora (B.Com 3rd Semester), and Aditi Sachdeva (BCA 1st Semester) emerged victorious, earning accolades for their lucid reasoning, persuasive delivery, and compelling arguments.

## FUN AND FESTIVITIES AT SACCM

### Freshers' Day - Shubh Aarambh



To mark the beginning of the academic session 2024–25, *WELCOME FIESTA* was organized on August 23, 2024, to extend a warm welcome to the incoming batch. The event aimed to provide a warm and enthusiastic welcome to the freshers, offering them a memorable start to their college journey. Principal Prof. (Dr.) Vishal Kumar addressed the gathering, encouraging the new students to make the most of their time at the institution by embracing new opportunities and cultivating a strong sense of belonging. The event featured an exciting lineup of cultural performances including energetic dance routines and soulful musical acts, which highlighted the diverse talents of the students. A modelling round followed by a question-and-answer segment brought energy and enthusiasm to the event. Gavin and Kirat Kamal were crowned Mr. and Miss Fresher, respectively. Special titles were awarded to: Early Birds – Ishpreet and Anuja Jain, Ms. Charming Personality – Amanat Sawhney, Ms. Elegance – Vaanya Arora, Ms. Vogue – Alisha, Mr. Witty – Bhavik Goyal, Mr. Charismatic – Japanjot Singh, and Mr. Vogue – Sangam. The celebration struck the perfect balance between fun and formality, creating an engaging environment that helped students connect with their peers and seniors, making it a truly unforgettable experience.



## Lohri Celebration At Saccm: Embracing Tradition With Joy



SACCM celebrated the festival of Lohri with great enthusiasm and festive cheer. The event brought together students, faculty, and staff in a lively gathering filled with joy, warmth, and cultural pride.

The celebration featured traditional rituals, with participants enjoying the warmth of the bonfire—symbolizing prosperity and new beginnings. Folk



music, laughter, and shared stories created a vibrant atmosphere that reflected the true spirit of Lohri. The occasion was a delightful blend of tradition and togetherness, marking yet another memorable cultural celebration at SACCM.

## Trip To Kasauli: A Day of Learning and Leisure



The Tours & Travel Committee organized a one-day educational and recreational trip to Kasauli on April 13, 2025, for final-year B.Com, BBA, and M.Com second semester students. The excursion was designed to offer students a refreshing break from their academic commitments while fostering peer bonding and experiential learning. During the trip, students immersed themselves in the serene beauty of Kasauli, explored the bustling local market, and visited the historic church. The day concluded with a lively evening at Golden Hut, featuring a DJ session and a delightful dinner, blending fun and relaxation seamlessly. The well-coordinated trip provided an ideal balance of education, culture, and leisure.



## A Heartfelt Farewell to the Outgoing Batch: 'Sayonara 2025'



Sayonara 2025 marked a memorable farewell as the college bid adieu to its outgoing students on April 23<sup>rd</sup>, 2025 in the Mother Auditorium. The third-year students enjoyed an emotional and exuberant send-off, thoughtfully organized by their juniors. The auditorium was abuzz with excitement as students arrived dressed to impress, adding glamour to the occasion. The farewell featured a lively Q & A session where the outgoing batch showcased their wit and charm. The highlight of the event was the spirited ramp walk, which captivated everyone's attention and brought an energetic vibe to the atmosphere.

Several titles were awarded to celebrate the unique personalities of the students: Rhythm Gupta was crowned Ms. Charismatic, Mihika Gupta earned Ms. Elegance, Sakshi Vij took home Ms. Vogue, Aksh Jindal was named Mr. Witty, Aryan Bhasin received Mr. Charismatic, and Mridul Kakkar was honoured as Mr. Vogue. The coveted titles of Mr. Farewell and Ms. Farewell were awarded to Kunal Verma and Labhdi Jain, respectively. The day was filled with joy, laughter, and vibrant energy, culminating in a lively DJ session where everyone danced to some of the best peppy numbers, making *SAYONARA* 2025 an unforgettable celebration.

# ANNUAL ATHLETIC MEET 2025: SHOWCASING STRENGTH, SPIRIT AND SPORTSMANSHIP



The College inaugurated the Athletic Meet 2025 with great enthusiasm on February 8, 2025. Under the guidance of Mr. Inderpreet Singh, Sports Incharge, and with the support of faculty members, all necessary arrangements were made to ensure the smooth and successful execution of the event. The day began with a spirited marathon, *Run for Fitness*, which saw enthusiastic participation from hundreds of students eager to test their physical endurance and promote a culture of health and well-being. Excitement soared as various track and field events commenced, including the Discus Throw, Shot Put, 100 Metres, 200 Metres, Three-Legged Race, and the ever-

popular Lemon Spoon Race. The campus buzzed with energy as students-both boys and girls-cheered passionately for their peers, creating an atmosphere of camaraderie and team spirit. The highlight of the day was the wholehearted participation of students, whose zeal and sportsmanship were evident in every event. Their vibrant cheers and enthusiastic presence echoed throughout the college grounds, making it a truly memorable occasion.

Winners were felicitated with medals and trophies by the Secretary, Governing Body, Sh. R.K. Rewari, and Principal Prof. (Dr.) Vishal Kumar, in recognition of their outstanding performances. Kashvi Gambhir, B.Com 6<sup>th</sup> Semester and Harmehar Kaur, B.Com 4<sup>th</sup> Semester students bagged the 'Best Athlete' award in the girls' category, while Gursehaj Singh, BBA 6<sup>th</sup> Semester students was awarded the title of 'Best Athlete' among boys. The Athletic Meet showcased the students' determination and inner strength, setting an energetic and inspiring tone for the day. It concluded on a patriotic note with the national anthem, bringing a exhilarating day of sports and camaraderie to a heartfelt close.

## SACCM FACULTY: THE KEY ACCOMPLISHMENTS

### FACULTY AS A RESOURCE PERSON

Name of the Faculty	Topic	Organizing Body
Dr. Manpreet Kaur	Risk Management in Securities Market	Sri Guru Teg Bahadur Khalsa College, Anandpur Sahib
Dr Pooja Mehta	Leadership with Legacy: How Sustainable Finance and Governance are Redefining the Corporate World	Indian Institute of Management (IIM), Bodh Gaya
Dr. Komal Sharma	Smarter, Faster, Stronger: The AI Evolution for Shaping the Future	Vivekanand Global University, Jaipur
Dr. Prerna Ahuja	Research Reflections: Scholarly Insights & Strategies for Creating Research Impact	University School of Business, Chandigarh University
Dr. Leenu Anand	Drug De-addiction	GNDEC, Ludhiana.



## FACULTY RESEARCH AND PUBLICATIONS

Name of the Faculty	Title of Research Paper	Journal/Book Name
Dr. Manpreet Kaur	“All are investing in Crypto, I fear of being missed out”: Examining the Influence of Herding, Loss Aversion, and Overconfidence in the Cryptocurrency Market with the Mediating Effect of FOMO	Quality and Quantity
Dr. Manpreet Kaur Mr. Kanwaljeet Singh	Can Health Consciousness Drive Purchase Intention Toward Packaged Immunity Boosting Food Products?	Journal of Food service Business Research
Dr. Jaspreet Kaur	Examining the Variables Impacting the Efficiency of Methods and Resources Utilized by Banks in Identifying Training Requirements	Sampreshan
Mr. Vijay Chhabra	Visualizing the Future: An Overview of AR, VR, And Spatial Awareness in the Digital Age	International Research Journal of Modernization in Engineering Technology and Science
Ms. Monica Sethi	The Investigating Effect of Social Media Advice and Corporate Information on Retail Investors' Decisions in Stock Market	International Journal of Business and Globalisation
Mr. Sanjay Gupta	Prioritising the Service Quality Factors Affecting Customer Satisfaction in Life Insurance Industry: An Application of Fuzzy AHP	International Journal of Productivity and Quality Management
Mr. Sanjay Gupta	Investigating the Determinants of Private School Choice: A Fuzzy-AHP Analysis	Compare: A Journal of Comparative and International Education
Dr. Robin Kaushal	Human Resource Management Practices and Employee Retention in Indian Textile Industry	International Journal of Productivity and Performance Management
Mr. Sanjay Gupta Ms. Meenu Gupta	AI Empowered Academia: A Fuzzy Prioritization Framework for Academic Challenges	Journal of International Education in Business

Name of the Faculty	Title of Research Paper	Journal/Book Name
Dr. Pooja Mehta Ms. Amarjit Kaur	Green Skepticism: Review and Research Agenda	Marketing Intelligence & Planning
Dr. Pooja Mehta	Unveiling the Future: AI Influencers and Ethical Consumerism-A Casa Theory and Theory of Planned Behaviour Exploration	Fostering Industry-Academia Partnerships for Innovation-Driven Trade
Dr. Pooja Mehta Ms. Amarjit Kaur Ms. Esha Jain	Determinants of Socially Responsible Investment Intentions in India: The Role of Non-Economic Goals	Corporate Social Responsibility and Environmental Management
Dr. Aashish Garg	Exploring Participation Intentions in Metaverse-Based Retail Stores: Implications for Commute Reduction	Journal of Retailing and Consumer Services
Dr. Aashish Garg	The Unfinished Order: Examining Shopping Cart Abandonment in Food Delivery Apps	Journal of Foodservice Business Research
Dr. Jinesh Jain Dr. Prerna Ahuja	Mapping Literature on Financial Satisfaction: A Systematic Literature Review and Bibliometric Analysis	Qualitative Research in Financial Markets
Dr. Komal Sharma	A Comparative Analysis of Deep Learning and Deep Transfer Learning Approaches for Identification of Rice Varieties	Multimedia Tools and Applications - Springer
Dr. Komal Sharma	Exploring Explainable AI: A Bibliometric Analysis	Discover Applied Sciences
Dr. Aashish Garg	Virtual Personalities, Real Bonds: Anthropomorphised Virtual Influencers' Impact on Trust and Engagement	Journal of Consumer Marketing
Mr. Sanjay Gupta	Reactions Towards Online Advertisements for Millennials: A Fuzzy AHP Approach	International Journal of System Assurance Engineering and Management
Mr. Sanjay Gupta Dr. Jinesh Jain Dr. Anchal Arora	AI Feel Millennials: Prioritizing the Intentions Towards Adoption of AI-enabled Chatbots using Fuzzy-AHP Approach	Journal of Science and Technology Policy Management

Name of the Faculty	Title of Research Paper	Journal/Book Name
Mr. Sanjay Gupta	Prioritising Factors Affecting Online Shopping Behaviour: A Fuzzy AHP Approach	International Journal of Internet Marketing and Advertising
Mr. Sanjay Gupta Ms. Meenu Gupta Mr. Vinay Dawar Mr. Ashish Bajaj	Unveiling ESG Realities: Fuzzy AHP Assessment of Greenwashing in Investor Portfolios	South Asian Journal of Business Studies
Mr. Vinay Dawar	Conquering the GST Compliance Cost Hurdle: A Case of Punjab's Textile Tiny Traders	International Journal of Advanced Research in Commerce, Management & Social Science
Dr. Leenu Anand	WITHOUT by Ashaya: An Eco-Conscious Start-Up Turning Trash into Treasure	Emerald Emerging Markets Case Studies
Dr. Anchal Arora	Cross-Cultural Dynamics in India: A Study of Punjab and Rajasthan	International Journal of Advanced Research in Commerce, Management & Social Science
Dr. Komal Sharma	Exploring Federated Learning Trends: A Bibliometric Analysis and Word2Vec NLP Approach	Progress in Artificial Intelligence
Dr. Komal Sharma	Exploring Paradigms of Computing: An Analytical Retrospection of Dew Computing	SN Computer Science
Dr. Komal Sharma	Explainable AI in Medical Imaging, Personalized Medicine, and Bias Reduction: A New Era in Healthcare	Explainable Artificial Intelligence in the Healthcare Industry
Ms. Esha Jain	Role of Theory of Planned Behaviour in Interpreting Sustainable Consumption Behavior: A Meta-Analysis	Indian Journal of Marketing
Dr. Komal Sharma	Explainable AI in Medical Imaging, Personalized Medicine, and Bias Reduction: A New Era in Healthcare	Future Research Directions: Explainable Artificial Intelligence in Healthcare Industry

Name of the Faculty	Title of Research Paper	Journal/Book Name
Dr. Komal Sharma	Future Research Directions: Explainable Artificial Intelligence in Healthcare Industry	Future Research Directions: Explainable Artificial Intelligence in Healthcare Industry

### RESEARCH PAPERS REVIEWED BY MEMBERS OF THE FACULTY

Name of the Faculty	Papers Reviewed	Name of the Journal
Dr. Anchal Arora	Discovering Current Trends and Forecasting Future Research Directions in FinTech by Way of Co-Word-Burst Analyses	Industrial Management & Data Systems
Dr. Komal Sharma	Novel Heuristic Political Grasshopper Optimization in Evaluating Sentiment Analysis of Tweeter Data Stream	Multimedia Tools and Applications - Springer
Dr. Komal Sharma	Efficient Cluster-based Deep Anomaly Detection based Traffic Analysis and Multi-Objective Optimization for Smarter Traffic Control	Future Research Directions: Explainable Artificial Intelligence in Healthcare Industry
Dr. Komal Sharma	An Optimized Deep Learning Framework for Brain Tumor Classification	Multimedia Tools and Applications - Springer
Dr. Komal Sharma	Machine Learning Techniques for Coffee Classification: A Comprehensive Review of Scientific Research	Artificial Intelligence Review
Ms. Meenu Gupta	From Income to Impact: Investigating Muslim Employee Zakat Compliance Behaviour Amidst Malaysia's COVID-19 Recovery	Artificial Intelligence Review
Ms. Meenu Gupta	Does Greenwashing Dim Green Actions? Examining How Greenwashing Impacts Consumers' Pro-Environmental Intentions	Management of Environmental Quality
Ms. Meenu Gupta	ChatGPT's - Towards a Posthumanist Financial Literacy	Journal of International Education in Business
Dr. Komal Sharma	Enhancing Detection, Recognition, and Visualization of Arabic Text in Videos: An Advanced Optimization Approach	Multimedia Tools and Applications

## WEBINARS/FDP PROGRAMS/REFRESHER PROGRAMS ATTENDED BY FACULTY

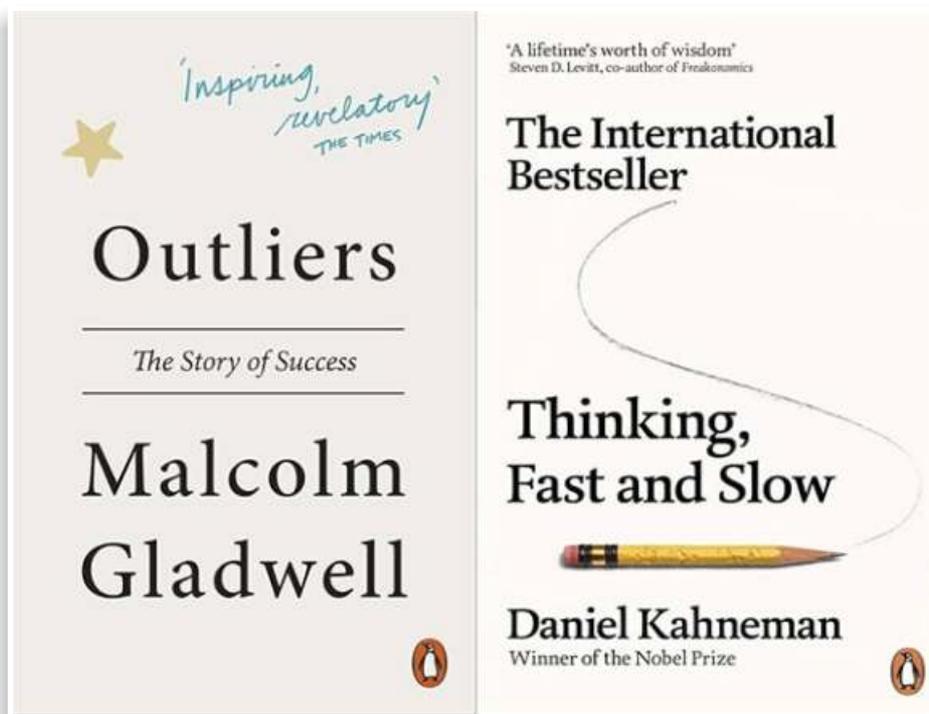
Name of the Faculty	Event & Dates	Organising Body
Dr. Puja Jain	Conference on Viksit Bharat: Role of Indian Business on 22 <sup>nd</sup> November, 2024	Amity Business School, Amity University Madhya Pradesh
Dr. Aashish Garg	Faculty Induction Program on 18 <sup>th</sup> November, 2024	UGC Malaviya Mission Teacher Training Programme, Bhagat Phool Singh Mahila Vishwavidyalaya
Dr. Komal Sharma	Future-Proofing India's Semiconductor Industry: Building a Skilled Workforce on 16 <sup>th</sup> December, 2024	Guru Nanak Dev Engineering College, Ludhiana
Mr. Sanjay Gupta	NEP 2020 Orientation & Sensitization Programme on 14 <sup>th</sup> February, 2025	MM -TTC : Ramanujan College, Delhi In collaboration with Kirori Mal College, University of Delhi
Dr. Komal Sharma	Revolutionizing Education with Generative AI: Teaching and Learning Strategies on 10 <sup>th</sup> March, 2025	Narasaraopeta Engineering College in collaboration with Blackbucks Group (Online Mode)
Ms. Esha Jain	Faculty Induction Programme from 5 <sup>th</sup> May -31 <sup>st</sup> May, 2025	UGC Malaviya Mission Teacher Training Centre, University of Mumbai (Online Mode)
Ms. Amritpreet Kaur	We, the People, Devotees of Knowledge: The State and Future of Education in Punjab	Guru Nanak Khalsa College for Women, Gujarkhan campus, Model Town, Ludhiana
Dr. Puja Jain	AI-Generated Research and Intellectual Property Rights	S. A. Jain (P.G.) College, Ambala City, Haryana
Dr. Komal Sharma	NEP 2020 Orientation & Sensitization Program from 20 <sup>th</sup> May-29 <sup>th</sup> May, 2025	UGC Malaviya Mission Teacher Training Programme, Punjabi University, Patiala (Online Mode)
Ms. Amritpreet Kaur	NEP 2020 Orientation & Sensitization Program from 20 <sup>th</sup> May-29 <sup>th</sup> May, 2025	UGC Malaviya Mission Teacher Training Programme, Punjabi University, Patiala (Online Mode)

## Ph.D. Completion

Name of the Faculty	University	Topic
Dr. Anchal Arora	Punjabi University, Patiala	Cross Cultural Validation of Consumer Decision Making Styles with Special Reference to Apparels: A Comparative Study of Punjab and Rajasthan State



## Faculty Book Reading Initiative



During the academic session 2024–25, the faculty of Sri Aurobindo College of Commerce and Management undertook an enriching intellectual journey through the collective reading and discussion of two globally acclaimed books- "**OUTLIERS**" by **Malcolm Gladwell** and "**Thinking, Fast and Slow**" by Nobel Laureate **Daniel Kahneman**. This initiative, introduced and supported by the college management, aimed at promoting a culture of continuous learning, critical thinking, and academic dialogue among the teaching fraternity. Through regular sessions, the faculty engaged deeply with the core ideas of success, human behaviour, decision-making, and cognitive biases, linking them with real-world experiences and pedagogical practices. This activity not only enhanced professional development but also aligned seamlessly with the college's vision to nurture intellectual curiosity and lifelong learning in the teaching profession.



## PRINCIPAL PROF. (DR) VISHAL KUMAR AT VARIOUS PEDESTALS

### Principal Prof (Dr.) Vishal Kumar as Chief Guest / Key Speaker



Organizing Body & Date of Event	Event / Theme	Role
Maharaja Agrasen University, Baddi on 12 <sup>th</sup> July, 2024	Faculty Development Programme on 'Blended mode of Teaching and Online Courses in Higher Education under NEP 2020'	ACTED AS KEY SPEAKER
Punjab Agricultural University (PAU), Ludhiana from November 11-21, 2024	Inter-College Youth Festival	ACTED AS CHIEF GUEST
Ved Parchar Mandal in collaboration with DAV School, Pakhowal Road, Ludhiana on 17 April, 2025	State Level Inter-School Vedic Declamation Competition	ACTED AS CHIEF GUEST

# EVENT SNAPSHOTS: CAPTURING CAMPUS MOMENTS

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Affiliated to Punjab University, Chandigarh | Accredited with Grade 'A' by NAAC

Session on **Leadership Transforming Vision into Reality** under **SHAPE THE MIND PROGRAMME**

**Dr. Sachin Jain**  
Vice-Chairman & Managing Director, Western Service Steel Limited, Ludhiana

Date: 14th August, 2024  
Time: 10:00 a.m.  
Venue: New Seminar Hall

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Career Guidance and Placement Cell (CGPC)

in association with **hitbullseye**

Organizes Expert Talk on **Empowering Your Future**  
Building a Fulfilling Career After Graduation

Date: 10th August 24  
Time: 10:30 AM  
Venue: New Seminar Hall

Guest Speaker: **Anoop Ohri**  
• 20+ yrs Ludhiana based  
• Prof. of Marketing with 30 yrs of exp.  
• Worked in Spinning Industry for a decade  
• Conducts training for corporate frontline staff

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Technology Business Incubator (TBI) organizes **Brand 404 2.0**

Date: 10th August, 2024  
Time: 10:00 AM  
Venue: TBI Room

Guest Speaker: **Mr. Prince Vohra**  
Vice President, Director of Business Affairs, Assistant Professor of Marketing, OLA University, Mohali

Dr. Marimal Daphu  
Coordinator

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Young Entrepreneurship Network (YEN) organizes Expert Talk on **THE STARTUP ECOSYSTEM: NAVIGATING CHALLENGES & OPPORTUNITIES**

Date: 7th August, 2024  
Time: 10:30 AM  
Venue: New Seminar Hall

Guest Speaker: **Mr. Lokesh Jain**  
Managing Director, Ludhiana Chapter, Entrepreneurship Development Centre, Punjab Entrepreneurship Centre, Director, The State Entrepreneurship Cell, Punjab & Fellow Entrepreneur, PPL Ltd., Partner in TE Startup

Dr. Leena Anand  
Coordinator - YEN

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Organizes **PAPER READING CONTEST** to Celebrate **BIRTH ANNIVERSARY OF SRI AUROBINDO** and **INDEPENDENCE DAY**

Date: 18th August, 2024  
Time: 10:00 am Onwards  
Venue: New Seminar Hall

Sh. R.K. Kewari  
Secretary, Governing Body

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Organizes **CULTURAL FEST cum TALENT HUNT COMPETITION 'MANTHAN 2024'**

Date: 17th August 2024  
Time: 9:00AM Onwards  
Venue: Mother Auditorium

Dr. R.K. Kewari  
Secretary, Governing Body

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Alumni Association of SACCM Organizes **Hands on Training Session on GST RETURN FILING**

Date: 27th August 2024  
Time: 10:30 AM Onwards  
Venue: New Seminar Hall

Guest Speaker: **CA BALPREET SINGH MALWA**  
Senior Partner in MALWA & ASSOCIATES, Chartered Accountant, LUDHIANA BRANCH OF ICAI

Dr. Marimal Daphu  
Coordinator

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
SACCM IMPACTEERS PRESENTS **WORDINK**

Date: 28th August 2024  
Time: 12:30 PM  
Venue: New Seminar Hall

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Career Guidance and Placement Cell (CGPC)

in association with **hitbullseye**

Organizes Expert Talk on **Beyond Books**  
Gaining Hands-On Skills for Career Readiness

Date: 3rd Sept 24  
Time: 10:30 AM  
Venue: New Seminar Hall

Guest Speaker: **Tanushree Gupta**  
• HR consultant & transformation coach  
• 10+ yrs of exp guiding individuals & organisations  
• Expert in talent management & leadership dev.  
• Proven strategic insights for talent engagement

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
NSS Unit organizes a session on **The Road to Resilience: Overcoming Drug Addiction**

Date: 6th September, 2024  
Time: 10:00 a.m. onwards  
Venue: New Seminar Hall

Guest Speaker: **Dr. Sachin Parb**  
MBBS, Counsellor, Hypnotherapist and Corporate Trainer

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Women Development Cell organizes **From Awareness to Action: Mastering Self-Defence for Real-Life Situations**

Date: 9th Sept, 2024 | 10:30AM onwards  
Venue: Old Seminar Hall

Guest Speaker: **Shihan Kamal Sharma**  
Black Belt 7th Dan (DGI & WKF) Referee A (KJG) Judge B (AKF) Gen. Secretary District Ludhiana karate Association

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Internal Quality Assurance Cell (IQAC) & Career Guidance and Placement Cell (CGPC)

in association with **hitbullseye**

Organizes Expert Talk on **Workplace Etiquette and Soft Skills**  
Thriving in a Professional Environment

Date: 10th Oct '24  
Time: 10:30 AM  
Venue: New Seminar Hall

Guest Speaker: **Hitesh Kumar Gulati**  
• High experience strategy with business goals  
• Lead change and inspire at multiple orgs.  
• 20+ yrs of exp. in HR, operations & digital transformation  
• Extensive workshop experience & trainer for executive students

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Organizes a session on **Science of Managing Stress & Unlocking Happiness** under **SHAPE THE MIND PROGRAMME**

Date: 18th October, 2024  
Time: 11:00 AM Onwards  
Venue: New Seminar Hall

Guest Speaker: **Dr. Gurbir Singh**  
Assistant Professor, Indian Institute of Management Amritsar

Prof. (Dr.) Vishal Kumar  
Principal

**Sri Aurobindo College Of Commerce & Management, Ludhiana**  
SACCM IMPACTEERS PRESENTS **War of Campaign**

In association with **NSS unit of SACCM**  
This Diwali, Light a Candle of Hope: Shop NGO-Made Creations!

Date: 28-29th October, 2024

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Internal Quality Assurance Cell (IQAC) in collaboration with Research & Faculty Development Committee (RFDC) Organizes **Two Days Faculty Development Program (FDP)**  
**DESIGNING CASE STUDY: AN INNOVATIVE APPROACH IN TEACHING AND RESEARCH**

Date: 13th - 14th Dec, 2024  
Venue: New Seminar Hall

Guest Speaker: **Dr. Amit Kumar Srivastava**  
Associate Professor, Indian Institute of Management (IIM), Bodh Gaya

Dr. Pooja Mittal  
IQAC & RFDC Coordinator

Prof. (Dr.) Vishal Kumar  
Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
Organizes a session on **Law of Attraction** under **SHAPE THE MIND PROGRAMME**

Date: 27th January, 2025  
Time: 10:45 AM Onwards  
Venue: New Seminar Hall

Guest Speaker: **Ms. Aashna Jain**  
Ex. State Head (Punjab and Haryana) PhonePe Private Limited

Prof. (Dr.) Vishal Kumar  
Principal

# EVENT SNAPSHOTS: CAPTURING CAMPUS MOMENTS

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
 Career Guidance and Placement Cell (CGPC)  
 In association with **hitbullseye**  
 Organises Expert Talk on **Beyond the Classroom**  
 Paving your Way to Professional Success

Date: 31<sup>st</sup> Jan '25 | Time: 11:00 AM | Venue: New Seminar Hall

**Guest Speaker**  
**Group Captain Sandeep Mohan (R)**  
 • Experienced IAF veteran with diverse education & leadership  
 • Professional Instructor and Mentor  
 • Accomplished Coach and Sports Trainer  
 • Expert in Personal & Professional Growth

Prof. (Dr.) Vishal Kumar  
Principal

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

**Run for Fitness and Annual Athletic Meet**

8<sup>th</sup> FEBRUARY 2025

Sports & NSS team | Prof.(Dr.) Vishal Kumar Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
 Career Guidance and Placement Cell (CGPC)  
 Organises a session on **CYBERSECURITY AS A CAREER: IS IT THE RIGHT FIT FOR YOU?**

**PANKAJ YADAV**  
 Chief Executive Officer  
 CISO, Security Project

**JATIN JAIN**  
 Senior Manager  
 CISO, Security Pk. IIS

Date: 17 FEBRUARY, 2025 | Time: 11:00AM ONWARDS | Venue: Prof.(Dr.) Vishal Kumar Principal, SACCM

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
 Women Development Cell  
 Organises **CONSTITUTIONAL PROVISIONS ON WOMEN RIGHTS IN INDIA**

**Dr. Arti Puri**  
 Professor, University Institute of Law LUDHIANA

Date: 19<sup>th</sup> FEB 2025 /10:30 AM | Venue: NEW SEMINAR HALL | Prof. (Dr.) Vishal Kumar Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
 Career Guidance & Placement Cell (CGPC)  
 Organises an Expert Talk on **Changing Career Perspectives: Mindset, Self-Branding & Global Opportunities**

Date: 18<sup>th</sup> March, 2025 | Time: 12:00 PM Onwards | Venue: New Seminar Hall

**Ayush Jain**  
 IIT Bombay Leader Awarded  
 Creator of Punjab Awarded by GCM  
 Delhi Carnegie Mellon Trustee  
 Founder, Team Aarav, GCM  
 Partner, Innovent PMS

Prof. (Dr.) Vishal Kumar Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
 Technology Business Incubator (TBI)  
 Organises Session on **Unlocking Business Potential: Startup & MSME Support Schemes**

Date: 19<sup>th</sup> February, 2025 | Time: 11:15 AM Onwards | Venue: BCA Seminar Hall

**CA Rajan Gupta**  
 Deputy General Manager  
 Small Industries Development  
 Bank of India, Ludhiana

Prof. (Dr.) Vishal Kumar Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
 Young Entrepreneurship Network (YEN)  
 Organises Expert Talk on **'Crafting a Compelling Startup Pitch Deck'**

Date: 18<sup>th</sup> February, 2025 | Time: 10:30 AM Onwards | Venue: Seminar Hall (BCA Block)

**Mr. Arjun Sethi**  
 Founder and Owner  
 SCAMA Group of Industries

Dr. Lakshu Arora President - YEN | Prof. (Dr.) Vishal Kumar Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
 Organises a session on **'What's Your Story? Revisiting Our Life Script' under SHAPE THE MIND PROGRAMME**

Date: 17<sup>th</sup> March, 2025 | Time: 12:00 Noon Onwards | Venue: New Seminar Hall

**Dr. Sandhya Mehta**  
 Principal  
 Guru Nanak Institute of Management & Technology, Ludhiana

Prof. (Dr.) Vishal Kumar Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
 Affiliated to Panjab University, Chandigarh | Accredited with Grade 'A' by NAAC

*Kathak: A Dance of Divine Expression*  
**KUMAR SHARMA & KATHAK ROCKERS**  
 Presents Concert **'TRINAAD'**

Date: 12<sup>th</sup> March, 2025 Wednesday | Time: 04:00 PM Onwards | Venue: Mother Auditorium

Sh. S.P. Oswal Chairman, Governing Body | Sh. R.K. Rewari Secretary, Governing Body | Prof. (Dr.) Vishal Kumar Principal

**SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA**  
 Affiliated to Panjab University, Chandigarh | Accredited with Grade 'A' by NAAC

**rangmanch 2025**  
 AN INTER COLLEGE CULTURAL FEST  
 22<sup>nd</sup> March, 2025

**SUR TARANG - MUSICAL EVENTS**  
 » Solo Singing  
 » Group Singing

**NRITYA SANGAM - DANCE EVENTS**  
 » Solo Dance (Classical, Semi-Classical)  
 » Group Dance

**ATTRACTIVE CASH PRIZES**

Sh. S.P. Oswal Chairman, Governing Body | Sh. R.K. Rewari Secretary, Governing Body | Prof. (Dr.) Vishal Kumar Principal

Organizing Committee: Dr. Jaspreet Kaur | Mr. Kanwaljeet Singh | Ms. Amarjit Kaur | Ms. Mridul Rajpal

## ARVIND- THE MAGAZINE SECTION

### A Canvas of SACCMites' Thoughts & Expressions

ARVIND, is more than just a publication - it is a celebration of ideas, imagination and mindful expressions. It brings together creative minds from the campus, offering a friendly space to share thoughts and insights beyond text books. This edition brings together thoughtful perspectives, reflective writings, and artistic contributions that showcase the depth and diversity of the SACCM community. The editorial team-Ms. Monica Sethi, Dr. Aashish Garg, Dr. Perna Ahuja, and Mr. Sahil Ghai-has worked with dedication to bring to life a collection that reflects passion, inquiry, and originality. From poetry and articles to opinion pieces and artwork, each contribution is a glimpse into the minds of our dynamic thinkers and creators.

Dear Readers, join us as ARVIND takes you on a journey through the voices and creative talents of our campus community:

### From The Faculty Desk

#### A Company's Tale in Legal Poetry

Ms. Monica Sethi, Assistant Professor

##### The Artificial Identity

(The Artificial Person)

Not born of flesh, nor blood, nor bone,  
But shaped by statutes, thought alone.  
An echo of will in the legal sphere,  
It walks the world, though it is not here.  
No heartbeat stirs within its chest,  
Yet by the law, it's fully dressed.  
An artificial soul, a silent name,  
Endowed with rights, and legal claim.  
Its voice? The boardroom's measured tone.  
Its hands? The leaders it has known.  
Directors steer, while owners reap,  
Yet none alone its secrets keep.

##### Company as a Separate Soul

(A Separate Legal Entity)

It lives apart, though owned in part,  
A legal being with a beating heart.  
It buys and sells, it speaks in court,  
With rights and duties of every sort.  
Though many own, none are the same,  
As it stands tall in its own name.  
It holds its land, it bears its debt,  
Yet keeps its face in logic set.  
An entity forged in legal fire,  
With powers that laws alone inspire.  
Not man, not myth, but something new-  
A truth the legal world holds true.

##### The Hands That Own, The Minds That Guide

(Separation of Ownership and Management)

The law has carved a line so clear,  
Between the hands that hold it dear,  
And those who lead with knowing mind-  
A structured trust, by choice designed.  
Shareholders dream, invest, and wait,  
But do not guide the company's fate.  
That task belongs to those who steer-  
The board, the helm, the vision seer.  
These captains, bound by duty's thread,  
With care and skill, the firm they head.  
So owners rest, their faith placed wise,  
In hands that watch with legal eyes.  
In echoes cast by law's own hand,  
A company will ever stand.

No flesh to feel, no soul to see,  
Yet bound by rules, alive in decree.  
A silent force that guides and grows,  
The life the law in rhyme bestows.  
This is -A Company's Tale in Legal Poetry

## Wisdom from the Mahabharata: Lessons in Ethical Leadership

Dr. Prerna Ahuja, Assistant Professor

The Mahabharata, one of the greatest epics of ancient India, is more than a tale of dynastic conflict; it is a reservoir of ethical, philosophical, and managerial wisdom. Unlike modern management case studies that are often linear and clear-cut, the Mahabharata presents complex dilemmas where morality is shadowy, and leadership is tested under pressure. For today's management students navigating volatile, uncertain, complex, and ambiguous (VUCA) environments, the Mahabharata offers timeless insights into ethical leadership:

### 1. Krishna

Krishna never lifts a weapon in the Mahabharata war, yet he is the most powerful force on the battlefield. He guides Arjuna through his moral crisis with the wisdom of the Bhagavad Gita. He mentors and empowers Arjuna with clarity, strategically ensures victory through insight, and upholds dharma without direct control. His leadership shows that true power lies not in authority, but in influence and emotional intelligence.

*The best leaders don't impose—they inspire and influence.*

### 2. Draupadi

Draupadi stands as a symbol of courage and conscience. When humiliated in the Kuru court, Draupadi does not remain silent. She fearlessly questions the legitimacy of the dice game. Her voice challenges the authority of elders like Dhritarashtra, Dronacharya, and Bhishma. Draupadi represents every leader or employee who dares to challenge unethical practices despite the risk.

*Speaking truth to power takes moral courage.*

### 3. Yudhishtira

Yudhishtira, the eldest Pandava, is known for his unwavering commitment to truth and dharma. However, it often blinds him to political strategy—leading to devastating consequences, like losing the kingdom in a rigged game of dice. Thus, ethical intent must be accompanied by strategic awareness.

*Don't just do the right thing—Do the right thing the right way.*

### 4. Karna

Karna's life is a tragic example of loyalty at the cost of truth. Karna is loyal to Duryodhana, even when he knows Duryodhana's actions are adharmic. He refuses to switch sides despite Krishna offering him the throne and truth about his origins. Karna's story warns managers and leaders against blind loyalty—especially when it means supporting unethical actions.

*Blind loyalty can cloud moral judgment.*

### 5. Bhishma

Bhishma is revered for his wisdom, strength, and sacrifice. Bhishma takes a lifelong vow of celibacy and allegiance to the throne, but these very vows prevent him from stopping injustice, including the insult of Draupadi. Bhishma's story illustrates how excessive rigidity, even in noble principles, can hinder effective leadership. Sometimes, upholding one value requires letting go of another.

*Rigidity in values can block necessary action against wrong.*

The Mahabharata doesn't give black-and-white answers. It gives characters who are flawed, confused, idealistic, or torn—just like today's leaders. As management students, reading the epic not as mythology but as a leadership simulator, can help to cultivate a moral compass. After all, Dharma is the new bottom line.



## ਚੱਲ ਮਨਾ, ਕਿਤੇ ਉੱਥੇ ਚੱਲੀਏ

ਵੀਨੂੰ ਵਰਮਾ, ਐਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ  
ਚੱਲ ਮਨਾ, ਕਿਤੇ ਉੱਥੇ ਚੱਲੀਏ,  
ਜਿੱਥੇ ਮੁੱਕ ਜਾਵਣ ਸਾਰੇ ਝੋੜੇ।  
ਤੇਰ-ਮੇਰ ਦੀ ਦੁਨੀਆ ਸਾਰੀ,  
ਅੰਤ ਵਿਚ ਕੁੱਝ ਨਹੀਂ ਪੱਲੇ ਤੇਰੇ-ਮੇਰੇ।  
ਦਿਲਾਂ ਦੇ ਵਣਜ ਮੁਢੋਂ ਹੀ ਮੁਕ ਗਏ,  
ਗੁੰਮ ਗਏ ਕਿਧਰੇ ਖੁਸ਼ੀਆਂ ਤੇ ਖੇੜੇ।  
ਹਰ ਪਾਸੇ ਨੇ ਬੱਸ ਜ਼ਹਿਰਾਂ ਉੱਗੀਆਂ,  
ਆਪੋ-ਧਾਪ ਹੈ ਚਾਰ-ਚੁਫੇਰੇ।  
ਬਾਹਾਂ ਟੱਡਕੇ ਝੂਠ ਹੈ ਪਸਰਿਆ,  
ਸੱਚ ਨੂੰ ਪੈਂਦੇ ਦਿੱਖਣ ਲਫੇੜੇ।  
ਫੁੰ-ਫਾ ਤੇ ਮਰਦੀ ਦਿਖਦੀ ਦੁਨੀਆ  
ਨਿਮਾਣਿਆਂ ਦੇ ਦੇਖ ਲੋ ਜੇਰੇ।  
ਜੱਦ ਲੋੜ ਤਦ ਦਿਖੇਨਾ ਕੋਈ,  
ਗਿਣਨ ਨੂੰ ਯਾਰ ਬਬੇਰੇ।  
ਦਿਲ ਦੀ ਆਂਰਮਜ਼ਾਂ ਕੋਈ ਨਾ ਬੁਝੇ,  
ਕੀ ਆਸ਼ਕ ਤੇ ਕਿਨੇ ਲਾਵਾਂ-ਫੇਰੇ।  
ਕਿਨਾਂ ਹਾਲਾਂ ਵਿਚ ਪਹੁੰਚਿਆ ਆਦਮ  
ਖਲਾਅਹੀ ਹੈ ਚਾਰ ਚੁਫੇਰੇ  
ਮਨ ਤੋਂ ਖਾਲੀ ਦਿਲਦਾ ਭਰੀਆ,  
ਘਿਰਦਾ ਜਾਇ ਵਿੱਚ ਹਨੇਰੇ।  
ਰੋਸ਼ਨੀ ਦੀ ਇਕ ਕਿਰਨ ਦੀ ਖਾਤਿਰ,  
ਮਨਾ ਚੱਲਣਾ ਪੈਣਾ ਏ ਨਾਲ ਮੇਰੇ।  
ਚੱਲ ਮਨਾ, ਕਿਤੇ ਦੂਰ ਦੂਰੇ ਚੱਲੀਏ,  
ਜਿੱਥੇ ਮੁੱਕ ਜਾਵਣ ਸਾਰੇ ਝੋੜੇ।

## Forensic Accounting in India: Unmasking Financial Crime with Numbers

Dr. Purnima Satija, Assistant Professor

In an age where financial frauds can topple empires and scandals can shake economies, forensic accounting has emerged as one of India's most powerful tools to combat white-collar crime. No longer confined to courtrooms and crime thrillers, this discipline has found itself at the center of corporate boardrooms, government crackdowns, and high-stake investigations.

Forensic accounting is the integration of accounting, auditing, and investigative skills. Think of it as accounting with a magnifying glass – a way to reconstruct, detect, and expose fraud, embezzlement, money laundering, and financial misconduct. But in India, forensic accounting goes beyond just crunching numbers; it's about telling the story behind the balance sheet.

### *The Indian Context: A Country Ripe for Forensics*

India's rapid economic growth has been accompanied by an uptick in financial irregularities, ranging from banking frauds and stock market scams to corruption in public offices. In the Nirav Modi PNB scam, auditors traced fraudulent Letters of Undertaking issued without collateral. The 2009 Satyam scandal, often called "India's Enron," involved inflated profits and falsified accounts, exposed through forensic investigation. Similarly, the IL&FS crisis revealed major financial mismanagement, with audits uncovering asset-liability mismatches and round-tripping of funds. These are just a few among many cases that underline the growing importance of forensic accounting in India, particularly in sectors like banking, real estate, and public schemes, where financial frauds are increasingly being uncovered through forensic audits.

### *Interesting Insights: What Makes Indian Forensic Accounting Unique?*

- **The Jugaad Factor:** Indian forensic accountants often work in an environment with limited documentation, fragmented data, and at times, uncooperative institutions. They frequently rely on creative strategies like digital forensics, background profiling, and linguistic analysis to uncover fraud.

## Digital Detox: Do Students Need to Disconnect to Reconnect?

Vinay Kumar Dawar, Assistant Professor

- **The Rise of the CA-Sleuth:** Many Indian forensic accountants are Chartered Accountants who have transitioned into investigative roles. Their training in audit and compliance gives them a sharp eye for red flags – what they call the “smell test” – but forensic accounting demands additional skills in psychological profiling and behavioral analysis.
- **Tech Meets Tradition:** With the rise of data analytics and artificial intelligence, forensic accountants are now using machine learning to detect anomalies in large datasets. However, traditional paper-trail analysis remains essential, especially in rural or legacy fraud cases.
- **Legal Intersections:** Forensic accounting in India is deeply tied to litigation support. Courts are increasingly relying on forensic reports, and regulators like SEBI, RBI, SFIO, and the Enforcement Directorate mandate forensic audits in suspicious cases. However, the field still lacks a standardized legal framework, raising questions about evidence admissibility and auditor independence.

### Closing Thoughts

As India's economy grows in size and complexity, so do the risks of financial misconduct. Mandatory forensic audits are becoming more common, especially for large companies and high-value defaults. This has opened up opportunities for professionals with expertise in finance, data analytics, and law. Startups and consulting firms are entering the space with fraud detection and prevention services, while institutions like ICAI and NISM are offering specialized courses to build a skilled workforce.

However, the absence of a dedicated regulatory body and the shortage of cross-disciplinary experts hinder the field's full potential. Resistance from within organizations, especially when top management is involved in wrongdoing, continues to pose a significant barrier to independent investigations. Despite these hurdles, forensic accounting in India is shifting from a reactive process to a proactive necessity. As fraudsters grow more sophisticated, forensic accountants are playing a crucial role in safeguarding financial integrity. They are no longer just number-crunchers—they are investigators, storytellers, and protectors of public trust. For those with an analytical mind and a drive to make a difference, forensic accounting offers a rewarding path in India's evolving financial landscape.

**The Digital Dilemma:** Smartphones, laptops, and social media have revolutionized student life. We use them for:

- Learning: Online classes, research, e-books.
- Networking: LinkedIn, emails, webinars.
- Entertainment: YouTube, Netflix, gaming apps.
- Socializing: WhatsApp, Instagram, Snapchat.

But what starts as 'useful' often becomes habit-forming. A short break turns into hours of mindless scrolling. Notifications interrupt our concentration. The line between study time and screen time becomes blurred.

### Impact of Screen Overload on Students

- *Mental Health Issues:* Excessive screen time is linked to anxiety, depression, and poor sleep quality. Social media comparisons fuel self-doubt and FOMO.
- *Reduced Attention Span:* Quick content like reels and stories train the brain for instant gratification, making it hard to focus on long tasks.
- *Weakened Relationships:* While social media connects virtually, it often replaces real conversations, making friendships feel less meaningful.
- *Physical Effects:* Eye strain, back pain, and sleep disturbances are becoming common due to prolonged screen exposure.

### What is a Digital Detox?

A digital detox is a conscious break from electronic devices, especially those connected to the internet. It's about setting boundaries, engaging in offline activities, and reconnecting with oneself and others. It's not about rejecting technology but about using it wisely.

### Benefits of Going Offline

- Improved concentration and productivity
- Better sleep and reduced stress
- Stronger personal relationships
- More time for hobbies, fitness, and self-care

### How Students Can Practice a Digital Detox

- *Set Tech-Free Hours:* Avoid screens during meals, before bed, or early mornings.
- *Use Apps Wisely:* Track screen time with apps like Digital Wellbeing or Forest.
- *Create a Hobby Habit:* Engage in offline activities like reading, painting, or walking.
- *Switch to Silent:* Turn off non-essential notifications.
- *Go Offline with Friends:* Plan activities where everyone keeps phones away.

### Conclusion: Disconnect to Reconnect

Technology is not the enemy our dependency on it is. A digital detox isn't about giving up gadgets forever. It's about reclaiming our time, attention, and emotional well-being. In a world that's always 'online,' sometimes the most powerful thing a student can do is to pause, unplug, and just be. Because sometimes, to reconnect with what truly matters our goals, health, and people we must first disconnect.

## The Bhagavad Gita and The Modern Mind: Timeless Lessons for Today's Challenges

Dr. Komal Sharma, Assistant Professor

In an era of digital world, complex algorithms, and constant distractions, it might seem strange to look for answers in a 5,000-year-old Sanskrit text. Yet, the Bhagavad Gita, spoken on a battlefield, continues to offer deep and relevant guidance for the modern human mind, especially one overwhelmed by choices, pressure, and inner conflict.

As a Computer Science enthusiast, I work in a highly rational, analytical environment. But I have often found that the questions my students and even I wrestle with are not just technical. They are deeply human:

“What should I do with my life?”

“Am I making the right decision?”

“How do I deal with failure or fear?”

Surprisingly, the Bhagavad Gita addresses all of this and more.

### The Modern Mind and the Arjuna Dilemma

The central character of the Gita, Arjuna, is not weak. He is a powerful, skilled warrior. And yet, when the time comes to act, he is paralyzed by doubt. He wonders whether it is right to fight, whether he can bear the consequences, and whether walking away would be easier.

This is exactly where many of us are today. Despite being more educated and informed than ever before, we often find ourselves stuck when it comes to action.

The modern mind overthinks, hesitates, and seeks perfection often leading to stress, anxiety, or burnout.

Lord Krishna's advice to Arjuna is not to run away, but to understand his duty (dharma), act with detachment, and let go of the results. This single lesson “Karmanyevadhikaraste, ma phaleshukadachana” (You have the right to work, but not to the fruits of your actions) can change how we deal with pressure, failure, and expectations.

### Action Without Attachment

In today's world, much of what we do is driven by results, grades, promotions, recognition. This makes us anxious about outcomes we cannot fully control. The Gita's teaching to act without attachment is not about being indifferent. It is about being fully sincere in effort but free from obsession with success.

This mindset creates emotional balance. Whether we succeed or fail, we remain centered. In fact, this idea is close to what we now call “flow state” in modern psychology being so immersed in the present task that results don't distract us.

### Self-Mastery Over External Control

Another major challenge of the modern mind is the urge to control everything about our environment, people, and situations. But real power, the Gita tells us, lies in self-mastery.

Krishna says, “One who has conquered himself is the friend of himself.”

This applies beautifully to today's world, where distractions are everywhere. Phones buzz, social media pulls attention, and multitasking is glorified. But the Gita teaches focus, discipline, and inner clarity, qualities essential not only for spiritual life but for excellence in any field, including science and technology.

### Clarity in Chaos

Arjuna is not just confused; he is emotionally overwhelmed. And Krishna does not simply give him instructions, he helps him rise from confusion to clarity, from fear to strength. That is what real wisdom does, it transforms how we see ourselves and our role in the world.

In a time where mental health is a growing concern, the Gita becomes not just a scripture, but a guide for emotional resilience. It reminds us that clarity doesn't come from withdrawing into silence alone but from engaging with life with awareness.

### Spiritual Wisdom for Daily Life

What makes the Gita timeless is that it never asks us to leave the world. It doesn't glorify escape. Instead, it teaches us to live in the world, with wisdom. Whether you're a software engineer, artist, teacher, or student, the Gita applies. It teaches:

- Discipline in action
- Compassion without weakness
- Clarity without arrogance
- Inner peace in the midst of responsibility

The Bhagavad Gita is not just a book to read, it is a mirror to look into. When we reflect on its verses, we don't just understand the text better, we understand ourselves better. In a world that celebrates speed and productivity, the Gita reminds us of something deeper: how to live with purpose, courage, and calm. That, perhaps, is the most advanced skill the modern mind can learn.



## The Gig Economy: Reshaping Work in the Digital Age

Sarita Arora, Assistant Professor

In a world racing forward with AI, automation, and the Internet of Things, the Fourth Industrial Revolution is not just reshaping technology, it's transforming how we work. Traditional nine-to-five jobs are no longer the only route to financial independence. Instead, flexible, on-demand work, better known as the gig economy, is reshaping employment norms across the globe.

Once limited to odd jobs and casual labour during the Great Depression, the idea of “gig work” has evolved dramatically. Today, it spans everything from delivering food, giving rides to designing websites and managing social media accounts. The global rise of platform companies like Uber, Swiggy, Zomato, and Urban Company marks this shift, making gig work a preferred choice for many, not just a backup plan.

At its core, gig work is defined by its non-permanent nature. It relies on short-term contracts, flexibility, and autonomy, allowing individuals to take on assignments on demand often mediated through digital apps. These platforms act as intermediaries, connecting those who need a service with those willing to provide it, effectively matching supply with demand. For some, gig work is a choice; for others, it's a necessity. A study by McKinsey in 2016, identified four kinds of gig workers: those who choose it as their primary income source; those who do it to supplement earnings by choice; others who rely on it as their main income but would prefer traditional employment; and those who turn to it out of necessity to make ends meet.

### What makes gig work so appealing?

For many, it's the freedom to choose when, how, and where they work. This flexibility is particularly attractive to women with caregiving responsibilities, young people seeking independence, or retired individuals looking to stay engaged while earning extra income. Even those who once held stable, permanent positions have transitioned into gig work, reporting higher job satisfaction because of the

freedom it offers. Studies of Uber drivers, for instance, reveal that many left salaried jobs to enjoy the autonomy of gig work and have seen an improvement in income and work-life balance as a result.

The rapid digitization of the gig economy, underpinned by smartphones, mobile apps, and broadband connectivity, has accelerated its growth. Digital transformation has effectively erased geographic boundaries, bringing job opportunities to remote corners and enabling participation across diverse socio-economic groups. The COVID-19 pandemic added further momentum, making gig platforms an economic lifeline for many. Companies, needing to quickly scale their workforce up or down, found gig workers to be an efficient and low-risk solution.

### **Challenges Behind Gig Work's Flexibility**

Yet, amid these opportunities, gig work presents real challenges. Precarity looms large. Gig workers often grapple with uncertain schedules, fluctuating income, and lack of benefits. They have no health insurance, paid leave, or retirement support, essentials typically offered in traditional employment. Many also juggle multiple platforms to stabilize their income, resulting in increased stress and burnout.

Digital trust is another emerging concern. In a world where service providers and consumers are often complete strangers, trust becomes currency. While platforms claim to mediate securely, issues of data privacy, information asymmetry, and algorithmic bias continue to erode confidence. The algorithms that assign tasks and determine ratings are often opaque and can be manipulated, creating an imbalance of power between platforms and workers. This lack of transparency fuels anxiety and discontent among gig workers, who often feel they are at the mercy of technology they do not control or understand.

Despite its long history, gig work is still not properly recognized in labour statistics. This oversight leads to a glaring gap in legal protections and union representation. Without formal policies, gig workers are often treated as independent contractors, which absolves companies from obligations typically owed to employees. Governments worldwide are beginning to acknowledge this problem, but significant reforms are still needed to ensure fair treatment, decent pay, and safe working conditions.

The rise of gig work underscores broader changes in the employment landscape. Today's workers especially the youth, value freedom, variety, and purpose in their professional lives. Gig work offers exactly that. It allows individuals to pursue their passions, control their schedules, and escape toxic office politics. Many gig workers report feeling more empowered, happier, and even more productive than in traditional jobs.

Still, it's important not to romanticize this shift. The gig economy, while full of promise, requires thoughtful regulation. Policymakers must address issues such as income volatility, access to social security, and transparency in algorithmic management. Trust-building measures, such as stronger data privacy standards and clearer accountability from platforms, are also critical. Without these safeguards, gig work may end up amplifying inequality instead of reducing it.

The future of work is undeniably moving toward greater independence and digital connectivity. But for the gig economy to become truly sustainable, a new social contract is needed, one that balances flexibility with fairness, autonomy with accountability. If done right, the gig economy could continue to unlock opportunities, empower millions, and reshape the very fabric of employment in the digital age.



# Spiritual Leadership in The Age of Technology and Distraction

Ms. Amritpreet Kaur, Assistant Professor

We live in an age where the world is always “on.” Notifications buzz, feeds refresh endlessly, and our attention is constantly divided. Technology has made life more connected, efficient, and powerful-but it has also left many people feeling more distracted, anxious, and spiritually disconnected than ever before.

In such a time, the need for spiritual leadership is not just relevant, it is essential.

A spiritual leader leads not by ego, but by example-cultivating inner peace, compassion, and authenticity in a world that often rewards speed over stillness.

A true spiritual leader-whether a teacher, monk, parent, or even a mindful manager-embodies qualities like self-awareness, emotional balance, and a sense of service. These traits are timeless, but they are especially needed today, when digital tools have distracted us physically and mentally as well.

## Technology: A Tool or a Trap?

Technology is neutral. A candle can light a room or burn it down it depends on how it's used. Social media, for example, can spread wisdom or ego, awareness or anxiety. The problem arises when we allow technology to lead us, instead of the other way around.

Spiritual leaders in this age must become digitally aware, not digitally enslaved. They can model how to use technology consciously using platforms to share truth, to guide, and to connect without becoming trapped in the illusion of visibility and validation.

Ironically, the same tools that distract us can also serve spiritual growth. Mindfulness apps, digital sanghas, live-streamed meditations, and online wisdom circles are proof that when intention guides innovation, technology can become a path rather than a barrier.

## The Qualities of a Spiritual Leader Today

In the 21st century, spiritual leadership must evolve without losing its essence. Here are a few key traits relevant to our times:

- **Presence Over Performance:** In a world focused on likes, true presence being real and listening matters more than perfection.
- **Silence in the Noise:** A leader who stays calm can guide others through the chaos, valuing reflection just as much as talking.
- **Compassionate Boundaries:** In the digital age, leaders set clear boundaries to protect their peace and well-being.
- **Resilience, Not Reactivity:** With rising conflict online, spiritual leaders respond with clarity, not anger.
- **Service Over Spotlight:** Instead of seeking fame, spiritual leaders stay humble, serving others quietly and with purpose.

## Living the Message

Spiritual leadership isn't reserved for monks or mystics it is a role each of us can embody, in our own circles. It begins with leading ourselves. In classrooms, boardrooms, homes, and online spaces, we can show what it means to live with integrity, balance, and meaning.

Students always navigate a world flooded with information but often starved for wisdom. Teaching them algorithms is important, but so is guiding them toward awareness, purpose, and values. Even a moment of quiet reflection before a lecture can plant a seed.

The most powerful leadership today might not be the loudest, most followed voice, but the quiet presence that invites others to slow down, reflect, and return to themselves.

In this age of distraction, the spiritual leader does not escape the world they engage with it, but from a place of grounded awareness. They walk beside others, offering clarity in confusion, stillness in chaos, and meaning in a time of overload.

Let us not wait for others to lead us back to wholeness. Let each of us become spiritual leaders in our own lives, anchored in silence, guided by wisdom, and awake amidst the noise.

## CROWNING ACHIEVEMENTS: REFLECTIONS BY OUR UNIVERSITY TOPPERS

### How Dedication and Daily Effort Brought the Top University Rank

Diksha Chugh, University Topper, B.Com 3<sup>rd</sup> Semester

If someone had told me in my first semester that I'd one day top the entire Panjab University, I probably would have smiled politely and laughed it off later. But here I am humbled, grateful, and still trying to absorb the weight of those words. My journey to clinching the top rank in B.Com 3<sup>rd</sup> Semester Panjab University exams wasn't picture-perfect. There were days filled with doubt, long nights with open books and blurry eyes, and moments where I wanted to give up. But there were also small wins, constant mentoring from the teachers, and a belief that my consistency could lead me to something bigger.

This achievement isn't mine alone. My college faculty played a major role in this. In fact, this achievement would never have been possible without them. I've always heard of students taking extra coaching classes after college hours, but I never felt a need for it. The faculty at my college is not only well-qualified but also adept at delivering each subject they teach with clarity and depth. To be honest, it's rare to find such dedication and hard work among college lecturers. Their way of teaching numerical as well as theoretical subjects was really helpful for me.

Regarding my strategy towards exams preparations, frankly I didn't start off with a perfect plan. Initially, I thought scoring well was just about memorizing the syllabus. But as I progressed, I realized strategy matters as much as sincerity. I never tried to study 10 hours a day. Instead, I focused on giving at least 3-4 focused hours consistently. Practicing past university papers, analyzing exam patterns, and emphasizing conceptual understanding over rote learning helped me make the most of my study time. I balanced my studies with leisure, whether it was outings with friends and family and even enjoying the occasional Netflix episode. Still, my main focus remained on attending classes regularly, staying attentive during lectures, and take detailed notes regularly.



To anyone still finding their way towards the top here's what I've learned: everyone moves at their own pace, and the key is to stay focused on your own journey. Your mentors and guides are there for you use that support. Take mid-semester exams seriously. This preparation helps a lot during the final exams.

To all My Teachers, My Principal and My Parents - **A Big Thank-You.**

And to My Fellow Students reading this - **Your Journey is Just the Beginning. Make it Count !!**

## First Semester Fears to First Place-My Journey to Becoming the University Topper

Pratham Jain, University Topper, B.Com 1<sup>st</sup> Semester

Hello everyone,

I'm Pratham Jain, a B.Com student and the Panjab University topper in Semester 1. I'm truly delighted to share a bit about my journey and the things that helped me reach this milestone.

Securing the 1st rank in the university in the very first semester of my NEP B.Com programme has been a proud and fulfilling moment for me. This journey wasn't about being perfect every day it was about staying connected to my goal and putting in the right effort at the right time.

Even during my school years, I had the honour of securing excellent positions in both Class 10 and Class 12 at the state level. These milestones always left a spark in me - a quiet desire to stay ahead and keep doing better, step by step. To be honest, I wasn't someone who followed a very strict study routine throughout the year. Looking back, I realize how crucial it is to study consistently, even if only in small portions. Regular engagement, no matter how limited, makes a significant difference over time. But I became all the more serious closer to exams. What truly helped me was preparing well for the internal tests given by our teachers and the mid-semester tests, I made sure to study the test-chapters properly, and this gave me a good head start for final exams. I paid close attention during lectures and focused on understanding and retaining as much as I could during the class itself.

One more habit that helped me a lot often without me even realizing was steadily completing my college assignments. Even when I didn't study in-depth, working on assignments using my personal notes and resources provided by my teachers or quickly reviewing available study material gave me a solid overview of the topics. This way, when exam time came, I never felt like I was starting from scratch.

Besides academic study, I regularly participated in extra-curricular activities and even bagged second prize as SACCМ quiz team member during P.U. Youth Festival. But, during the exam period, I made a



conscious effort to focus solely on my studies and avoid distractions like social media. I even deleted Instagram and limited my phone use to brief check-ins after long study sessions. This discipline helped me maintain focus and stay mentally calm throughout. As for my study habits, I'm more of a night person and mostly studied at night, rather than early mornings. Although it might not be the ideal schedule for everyone, it worked for me. I believe everyone should choose the study routines that suits them best, whether it's early mornings, late nights, or short bursts throughout the day.

I'm also really grateful to Sri Aurobindo College of Commerce and Management (SACCМ) for creating a positive and encouraging academic environment. The teachers here are extremely supportive, and the study material class notes, books, and assignments given or recommended by them are more than enough to prepare well for exams if used properly. The college doesn't just teach subjects; it gives students space and guidance to grow in their own way.

I owe this achievement deeply to my parents, who have been my constant source of strength and support. My mother especially believed in me even more than I did she was confident that just like in school, I would shine in college too and reach the top. Her belief in me kept me going. My father, though not always vocal, gave me a quiet strength and stood by

me in his own way, always making sure I had what I needed. I'm also truly grateful to God, who has always been with me in every success I've had. I genuinely feel that without His blessings and presence, this milestone and many others would not have been possible.

This achievement means a lot to me, and I hope it encourages others to stay focused, stay real, and trust

their own journey. To anyone preparing for exams: you don't have to be perfect or study ten hours a day. Just stay consistent in your own way, take your internal tests seriously, and don't let distractions take over during crucial times.

And always remember, **Small efforts done honestly really do add up !**

## Achieving First Rank in University: A Semester Shaped by Learning and Gratitude

**Prabhleen Grewal, University Topper, BBA 1<sup>st</sup> Semester**

Hello everyone,

I'm Pratham Jain, a B.Com student and the Panjab University topper in Semester I. I'm truly delighted to share a bit about my journey and the things that helped me reach this milestone.

Securing the 1st rank in the university in the very first semester of my NEP-B.Com programme has been a dream for every college student and I can proudly say that I have made this dream a reality. This milestone is not just a reflection of my academic success but also a testimony to hard work, discipline and constant support I received during this journey. In the very beginning of the first semester, the stepping stone of my college life, I felt that this prestigious institution is filled with talent and top graders. As someone who consistently topped school exams, I naturally felt the pressure of tough competition. But during that time, I made a conscious decision to stop comparing myself to others and focus entirely on my own progress. I gave my best to my academics, listening attentively to my teachers, taking notes alongside the lectures, focusing on conceptual clarity, and putting in genuine effort to manage my time effectively during exams. All of this combined—consistent effort, focused learning, and time management—ultimately gave me an edge. When the university results were announced and I found out I had topped the BBA First Semester (NEP) exams at Panjab University, I was genuinely surprised. That moment not only reinforced my belief in the power of hard work but also boosted my confidence in the choices I made towards planned preparations and the learning strategies I followed.



The constant motivation from my teachers, exams strategy they shared, meaningful interactions with Principal Sir, and regular mentoring sessions by experts were instrumental in shaping my approach and keeping me focused along the way.

My family and my best friend have always been beside me uplifting my confidence whenever I felt low or doubtful. This top rank is certainly a prestigious achievement, and I look forward to maintaining this position in the upcoming semesters. I'm committed to dedicating my time to academics while continuing to engage in extracurricular activities, all while maintaining a mindset of continuous learning.

To conclude I wish to say – **First Rank Today, Greater Goals Tomorrow!!**

## From The Pens of Students

### **The Rise of Digital Minimalism: Reclaiming Time in a Connected World**

**Hiteshi Lakhwara, BBA 4<sup>th</sup> Semester**

In an age where constant connectivity is the norm, many people are beginning to question the cost of their digital habits. The average person spends several hours a day on their smartphone, often switching between social media, emails, and entertainment apps without pause. This digital overload has sparked a growing movement: digital minimalism.

Digital minimalism is the practice of intentionally simplifying one's digital life. Rather than attempting to eliminate technology altogether, it focuses on using digital tools with purpose and clarity. Advocates of this lifestyle aim to remove distractions, reduce

screen time, and reclaim time for deeper, more meaningful activities like reading, real-life conversations, or creative pursuits.

The benefits of digital minimalism are increasingly clear. People report improved focus, lower stress levels, and a stronger sense of control over their time and attention. It encourages individuals to evaluate which technologies genuinely add value to their lives-and which simply fill space.

As the digital world continues to expand, the minimalist approach offers a refreshing alternative: less noise, more intention.

### **The Role of Technology in Modern Accounting Practices**

**Annissa, B.Com 6<sup>th</sup> Semester**

Technology has played a significant role in modern accounting practices, revolutionizing the way financial data is collected, processed, and analyzed. With the advent of new technologies, accounting processes have become more efficient, accurate, and secure, resulting in better decision-making and improved financial reporting.

One of the most significant impacts of technology on accounting practices has been the automation of routine tasks. Tasks such as data entry, bookkeeping, and reconciliation can now be automated, freeing up accountants' time to focus on more complex tasks such as financial analysis and strategic planning. Automated systems can also reduce the risk of human error, leading to more accurate financial reporting. Cloud-based accounting software is another technological advancement that has transformed accounting practices. Cloud-based software allows companies to access their financial information from anywhere with an internet connection, eliminating the need for in-house servers and reducing IT costs. This technology also provides real-time financial reporting, enabling businesses to make informed decisions based on the most up-to-date information.

Blockchain technology is another development that has the potential to transform accounting practices. Blockchain is a distributed ledger system that records financial transactions securely and transparently. This technology has the potential to eliminate the need for intermediaries such as banks, reducing transaction costs and increasing the speed and security of financial transactions.

Artificial Intelligence (AI) and Machine Learning (ML) are also transforming accounting practices. These technologies can be used to automate routine tasks, analyze financial data, and provide real-time financial reporting. AI and ML can also be used to provide insights into financial data that might be missed by human accountants, helping companies to make better-informed decisions.

To conclude, the modern technology in the accounting line of work shows a greater impact on the working of accountants. Modern technology and accounting can do wonders if they work with proper coordination. It improves efficiency and the effectiveness of the work. Accountants need to be

disciplined with the changing technologies to use them efficiently, a constant upgrade in their skills, and education is needed. A lack of proper knowledge

about modern technologies can make accountants outdated in the global world.

## Balance is Beneficial

Khushi Singla, B.Com 6<sup>th</sup> Semester

Undoubtedly, balance is the most important factor to keep a mechanism running smoothly and without any fault (or glitch). If a fast moving vehicle gets out of control, it will also meet with an accident. Maintaining balance is exceedingly crucial.

We need to maintain mental, physical, and spiritual balance in apt aspects of our life. Mental balance is the most important of all. Mental balance includes emotional and intellectual balance. For students, this balance is as indispensable as air is for breathing. Adolescents have to deal with a turbulent mind; such

a mind often causes more problems. Emotional agitation will always engender more turbulence, annoyance, and disturbance.

The current world is a stress-ridden world; fast pace of life aggravates the situation further. We need to develop a calm, composed and tranquil state of mind in all types of situations. We can control life better with a calm mind than the agitated one. A calm mind is the first prerequisite for a student. Only a calm student can shine brilliantly in studies. Calmness is the best trait to lead a happy and peaceful life ahead.

## Children Should be Studious

Ira Aggarwal, BCA 2<sup>nd</sup> Semester

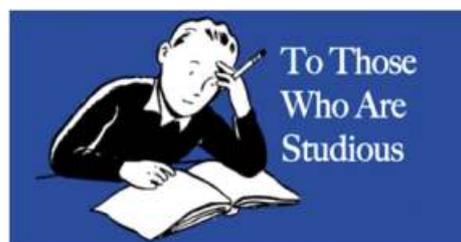
Why Children Should Be Studious" would likely highlight the numerous benefits of a dedicated study ethic for children, including improved academic performance, enhanced critical thinking skills, increased career opportunities, personal development, and a foundation for lifelong learning, emphasizing the importance of developing good study habits early on to navigate future challenges and achieve personal goals.

Children should be studious because education provides them with the knowledge, skills, and critical thinking abilities necessary to navigate life's challenges, pursue their ambitions, contribute meaningfully to society, and open doors to better opportunities in their future careers, all while fostering personal growth and development through discipline and a love of learning

### Key points on why children should be studious:

**1. Empowerment And Opportunity:** A good education equips children with the tools to make informed decisions, pursue higher education, and access a wider range of career paths, ultimately leading to greater personal and economic independence.

- 2. Lifelong Learning:** Studying cultivates a curiosity and a desire to continuously learn, which is essential for adapting to changes in the world and staying relevant throughout life.
- 3. Critical Thinking Skills:** Studying teaches children to analyse information, evaluate different perspectives, and solve problems effectively, crucial for navigating complex situations.
- 4. Social Responsibility:** Education fosters awareness of social issues and encourages active citizenship, enabling individuals to contribute positively to their communities.
- 5. Personal Development:** Studying promotes discipline, time management skills, self-confidence, and the ability to set goals, contributing to overall personal growth.
- 6. Economic Benefits:** A well-educated workforce is crucial for a nation's economic prosperity, making education a valuable asset for individuals and society.



# Understanding Clocks: From Basics to Quartz Mechanism to Its Need in Computers

Agamjot Singh, BCA 2<sup>nd</sup> Semester

## 1. What is a Clock?

A clock is a device used to measure and display time. It consists of a mechanism that tracks time and a way to show it, such as hands on a dial (analog) or digital numbers (digital). Clocks can be mechanical, quartz-based, or atomic, with quartz clocks being the most common in modern electronic devices.

## 2. Computer Clocks and How They Work:

Computers have two primary clocks:

### 2.1 System Clock (Processor Clock)

- This is a high-speed clock that drives the CPU.
- It is generated by a **crystal oscillator** (usually quartz) and determines the **clock speed** of the processor (e.g., 3.5 GHz means 3.5 billion cycles per second).
- It provides a timing signal that coordinates the execution of instructions within the CPU.
- Faster clock speeds generally mean better performance but also generate more heat and power consumption.

### 2.2 Real-Time Clock (RTC)

- This is a low-power clock that keeps track of the actual time, even when the computer is turned off.
- It is powered by a small **CMOS battery** (coin-cell battery) on the motherboard.

- The RTC is used to maintain the system date and time so that it remains accurate even when the computer is not running.
- The operating system reads from and synchronizes with the RTC to keep time across reboots.

## 3. How a Quartz Clock Works

Quartz clocks are found in most electronic devices due to their accuracy, low power consumption, and reliability. They operate based on the piezoelectric (A material that generates electricity when pressed or vibrates when given electricity) properties of quartz.

### 3.1 The Science Behind Quartz Oscillators:

- A quartz crystal is cut into a specific shape and vibrates when an electrical voltage is applied.
- It naturally oscillates at 32,768 Hz (32,768 times per second).
- This vibration is converted into an electrical signal.

### 3.2 Frequency Division Process

Since 32,768 Hz is too fast for direct timekeeping, the signal is divided using a binary counter.

Flip-Flop Stage	Frequency (Hz)	Binary Count
0 (Start)	32,768	0000000000000000
1	16,384	0000000000000001
2	8,192	0000000000000010
3	4,096	0000000000000100
4	2,048	0000000000001000
5	1,024	0000000000010000
6	512	0000000001000000
7	256	0000000010000000
8	128	0000000100000000
9	64	0000001000000000
10	32	0000010000000000
11	16	0000100000000000
12	8	0001000000000000
13	4	0010000000000000
14	2	0100000000000000
15	1	1000000000000000

At stage 15, the binary count reaches 10000000000000 (decimal 32,768), and the circuit outputs one pulse per second.

#### 4. Clock in computer terms:

In computer terms, clock refers to the clock signal or clock speed, which is crucial for synchronizing and controlling the timing of operations within a computer. Clock acts as a heartbeat for the CPU. This clock ticks regularly and each tick allows the computer to perform a small task/operation.

**Clock Signal** – A regular oscillating signal (square

wave) generated by a clock generator to synchronize all components in a computer, including the CPU, RAM, and other hardware.

**Clock Speed (Clock Rate)** – Measured in Hertz (Hz), it indicates how many cycles per second the processor or other components can execute.

- For example, a CPU with a clock speed of 3.6 GHz can perform 3.6 billion cycles per second.
- A higher clock speed generally means better performance but also generates more heat.

## WILL POWER

Vrinda Batra, BCA 2<sup>nd</sup> Semester

A fascinating and powerful topic that is often not talked about in public. The real reason behind this is that it is discussed between those persons who are conscious of their actions. Will-power is the key to a successful and productive life. But what does will power mean? Let me explain it, will-power means "the trait of resolutely controlling your own behaviour". A person can be determined towards anything if that person has the will to do it. Will power give you the ability to delay gratification and helps you resist short-term temptations to meet long-term goals. A famous American author, Dan Milman States that "Will-power is the key to success. Successful people strive no matter what they feel by applying their will to overcome apathy, doubt or fear."

The real question arising in the minds will be if it is that powerful then why is every person not that

successful, so the answer to this is that every person may learn the techniques of doing a work, they may learn the ways to avoid difficulties in life, they may get to know about the steps to overcome the difficulties but all this will not lead to success, the willpower comes within from yourself, people need to be positive about their decisions and they should be focused on what they want to do, their mind should be ready to process down the power of those thoughts which will help in instilling a tremendous will power in the actions and soul of the person. Even Swami Vivekananda said "All the power is within you; you can do anything and everything. Believe in that; don't believe that you are weak. Stand up and express the divinity within."

In the end, I would like to state that even the greatest of fear can be taken down if you have the willpower to do it. Even the depression or the mental stress that you are feeling can be taken down. All you need is positivity within you and a resolved mind. So, when you attain the power of controlling your thoughts and you learn to put them in a more positive way, at that point, you achieve the ultimate access to the law of attraction, and only willpower will allow your mind to channel your thoughts in the way you want. "Success may come at a low pace but it will come, anything is possible with the will-power only if your faith in it is firm."



# Gaming Development and Technology

Mayank Goyal, BCA 2<sup>nd</sup> Semester

## The Evolution of an Industry -

The world of gaming has come a long way since its humble beginnings, evolving into a multi-billion dollar industry that captivates millions of players around the globe. What started with simple, pixelated games has transformed into an immersive, high-tech experience driven by cutting-edge technology. From 2D classics to virtual reality (VR) and artificial intelligence (AI), gaming has been the one to rebuild the entertainment scene in exciting new ways. Let's look at the miraculous technological changes that set today's gaming scene.

## Early Days-

One's early days in gaming were characterized by simplicity. Games such as \*Pong\* from the year 1972 and \*Space Invaders\* from 1978 had only basic graphics, with not too much complex gameplay. These early games were a precursor to an industry revolution that would be in the making. The 1980s and 90s brought powerful consoles like NES, Sega Genesis, and PlayStation with more complex gameplay and the move into 3D environments. It was exciting for developers and players alike because technology was breaking through the barriers of what had once been impossible.

## 3D Graphics and Real-Time Rendering: A Game Changer-

The transition to 3D graphics was one of the most important moments in gaming history. With the advent of powerful graphics processing units (GPUs), games were no longer limited to flat, two dimensional worlds. The release of \*Super Mario 64\* in 1996 and \*The Legend of Zelda: Ocarina of Time\* in 1998 revolutionized the way we experienced games, offering fully immersive, three dimensional environments. Unleashing real-time 3D graphics capabilities made it possible for developers to produce vast, interactive spaces that really felt more like living, breathing worlds than mere games.

## AI: Designing Intelligent Worlds -

With growing complexity, more intelligent systems had to be in place to boost gameplay. The answer came in the form of artificial intelligence, or AI. Today, AI forms the core part of game development, ranging from the behaviour of non-playable characters to adjust the difficulty levels according to a player's performance. The release of games like \*The Elder Scrolls V: Skyrim\* (2011) showcased the

potency of AI that created a world in which routines were followed by NPCs, NPC responded to a player, and the contribution led to an overall immersive game experience. AI is also an essential behind-the-scenes activity since it helps developers test and perfect their work. Tools equipped with AI can determine bugs, balance errors, and inconsistencies in gameplay thus delivering the most polished and optimized game to the player.

## Virtual Reality and Augmented Reality Emergence-

As gaming technology advances, virtual reality (VR) and augmented reality (AR) have taken the lead. The invention of VR places players directly inside the virtual world, completely changing how one approaches a game, while specialized headsets allow for in-the-environment physical interaction, rendering feelings to be lifelike. Titles like \*Half-Life: Alyx\* (2020) fully utilize the potential of VR, bringing fully immersive, first-person gameplay into the player's hands. On the other hand, AR integrates the virtual world with our physical environment. For example, \*Pokémon GO\* (2016) made the streets into playgrounds by encouraging the gamers to roam around and find their way around while interacting with virtual creatures. The more advanced VR and AR will be, the more they will blur the line between the digital and the real world of entertainment.

## Cloud Gaming: The Future of Access-

The most significant technological shift in recent years is the rise of cloud gaming. This game changing technology allows players to stream high-quality games without the need for expensive hardware. Services like Google Stadia, Xbox Cloud Gaming, and NVIDIA GeForce Now have made gaming more accessible by letting players stream games directly from the cloud to various devices, from smartphones to smart TVs. That brings us closer to a future when high-end games are only one click away on any device of your choice.

## Game Engines: Heart of Development-

Every good game has a well-built game engine. Game-building platforms such as Unity and Unreal Engine have shifted the game from how games have been developed because it makes easier for developers to create massive, detailed worlds with deep physics and highly graphic games. Unity,

famous for its portability across 2D as well as 3D, has become very popular among independent developers, but Unreal Engine will power massive hits like \*Fortnite\* in 2017 and \*Final Fantasy VII Remake\* in 2020. These give the necessary hardware to create large, interactive environments that players spend hours exploring.

With user-friendly development tools available, indie developers can now make and disperse games worldwide. Marketplaces like Steam and itch.io have provided a platform for these developers to create new waves of innovative and creative titles, which a decade ago would not have been possible to even imagine.

**The Future: The Next Horizon-**  
Technology will continue to advance, and so will the

video game industry. AI, cloud gaming, and VR/AR form the new frontier in this exciting new era. Developers are pushing beyond what is possible and creating experiences that are more interactivity-rich, lifelike, and accessible than ever before. Every step in this technological advancement further blurs the divide between the virtual and the real and heralds an ever-sooner future gaming experience as more immersive, social, and exciting. The future of gaming is bright, and as these technologies continue to develop, one thing is clear: the world of gaming will never be the same again. This version is more general in appeal, with a more engaging magazine-style tone while still covering the key developments and technologies shaping the gaming industry. It's structured to keep the reader's interest with a mix of technical details and broader insights.

### **Manipulation**

**Bisman, B.Com 2<sup>nd</sup> Semester**

Unspoken rules,  
Dangerous tools.  
Moulding, changing, breaking you.

Unconscious motifs,  
Landing on someone new.  
An old story,  
But the faces are new.

Flowers bloom, desert inside,  
Troubles stir,  
Yet, all looks fine.

### **Threads of Twilight**

**Shubhangi Goyal, BBA 4<sup>th</sup> Semester**

Beneath the sky so vast and wide,  
A whisper rides the evening tide.  
The stars emerge, a silver thread,  
To weave the dreams that day has shed.

A quiet hush, the world grows still,  
As moonlight spills on vale and hill.  
And in the dark, a promise glows—  
That dawn will bloom like a rising rose.

### **Dream**

**Savleen Kaur, B.Com 6<sup>th</sup> Semester**

Heart is dreaming to fly  
Why the fears are making it cry  
Doubting make the sparks dry  
Making you helpless with tears in eye

Stop!! Dream with an open heart  
With no if and but make a great start  
Believe in the God as your dreams' part  
The one will make your fears tear apart

Family is the only pillar of love and care  
Making your dreams to live through mere  
Whenever you feel lost and scare  
Follow the path of self believe and prayer  
Fulfil your dreams with no fear  
Fulfil your dreams with no fear

## Autumn is Cruel

Harjas Kaur Grewal, B.Com 4<sup>th</sup> Semester

Soft and kind it has never been  
Autumn has been destructive,  
cruel to nature  
To me, akin.  
Autumn has always been so cruel  
Burying murders  
right by the roots of the bereaved  
Trees crying, heaps of shedding leaves  
As autumn persists  
Paying no heed  
With its ruthless destruction  
Leaf by leaf  
Stripping away,  
The last of their greens  
Yet no one mourns, but the trees.  
For the masses so ironically believe  
What a beautiful sight  
Oh, is autumn to see.  
Ignorance how  
They cloak with glee  
I sit here crouching  
Resonating with the trees  
Wondering my scattered self  
Will they ever see  
Or yet again deem blurry  
My stacks of agony  
Turn a blind eye  
And just see what they please.  
Oh, but I will rise up  
I'll Struggle myself free  
And stand tall  
akin those trees  
For I am who  
Will oversee  
And gather all  
That's left of me  
Bloom again  
Begin to heal  
Shed the withers  
Unfold to reveal,

A brand new blossom  
red lilac and teal  
The Onset of spring,  
The spring of my ordeals.  
I cry tears of joy  
At last oh to feel  
Such solace within  
Unbelievably surreal  
Though Just as I start  
To tread with zeal  
A voice within  
So whispers in my ear  
Oh don't you dare  
Dare dwell on this dear  
Dare feel the comfort  
You're set to be speared.  
spring never lasted so long  
Your life u see, child  
is the beau ideal  
Let that sink in  
While u quiver and kneel  
Surrender to it  
With every fold and peel  
Just you wait  
Let it unveil  
The ugly truth  
That so engulfs u with fear  
Cause Ur no Mahogany  
Who can stomach and bear  
The reign of the inevitable  
That is about to appear  
For Alas it's time again  
Where the wind so ferociously steers  
From the being of ur leaves  
To all else u managed to adhere  
Pull apart, oh snatch and tear  
Merciless as it's been, no room to spare  
Oh yet again you see  
the dreaded Autumn is here.

## Meditation: Finding Calm in the Chaos

Bhoomika Chaudhary, B.Com 4<sup>th</sup> Semester

Feeling weary, overburdened, preoccupied, and detached is a common occurrence in this fast-paced world of today. This is where meditation, a quite straightforward yet complex but calming technique, comes in, which helps one to feel more at ease and calm throughout the day.

At its heart, meditation is about slowing down and focusing on your thoughts, your breaths, or upon the current moment. There isn't a single correct method for meditation. It could be taking a few breaths while being stuck in the traffic or sitting quietly for a few minutes or listening to a guided podcast. Meditation has the advantage of being adaptable and can be easily individualized.

Many people use meditation to relieve stress, panic, or anxiety, and science backs that up. Regular practice can help in improving the sleeping patterns, reduce stress levels, and feel more focused and emotionally stable. But beyond the benefits, meditation is about creating space for your own self and connecting with your inner soul. To do that, you don't need a special place or a perfectly silent room. All you need is a bit of time and the willingness to show up for yourself. A few quiet moments can make a big difference in how

you see yourself and how you interpret a situation in your life.

Mindfulness can help individuals gain a deeper understanding and connection with their inner self. Mindfulness involves a form of meditation where one focuses on being fully aware of their current sensations and emotions without any judgment or reasoning. It's about embracing the current moment.

Many studies have shown that mindfulness meditation aids to ease stress, improve focus, and help with anxiety and fixing the sleep schedules. However, apart from the studies, a lot of practitioners believe that implementing this technique simply makes life slightly more stable.

In a world that constantly pulls our consciousness in every direction, meditation is a gentle reminder to come back to what matters, to breathe, to show up, and to reunite with yourself. It's a classic idea but it can change the way one can see their life. Because when you are present, you don't miss tiny moments — and often, those are the moments that matter the most.

## Crime I Never Committed

Sakshi Sharma, B.Com 2<sup>nd</sup> Semester

You wanted a muse  
God forbid me to ever choose.  
Was I born to be framed, not heard?  
Painted pretty, told never to stir a word.

Was my gender a sin  
that blurred the eyes of men within.  
They chopped the wings, said “Now go fly” —  
Lord, the sky isn't even mine.

Too many banners draped in shame,  
Stupid hurt the most, but I took the blame.  
Mom, what you bore, what you bore through —  
Was it your fault too?

Being a girl — was that the crime?  
So they pinned silence, dressed in rhyme.  
Did I lose the game  
where they never let me earn a name

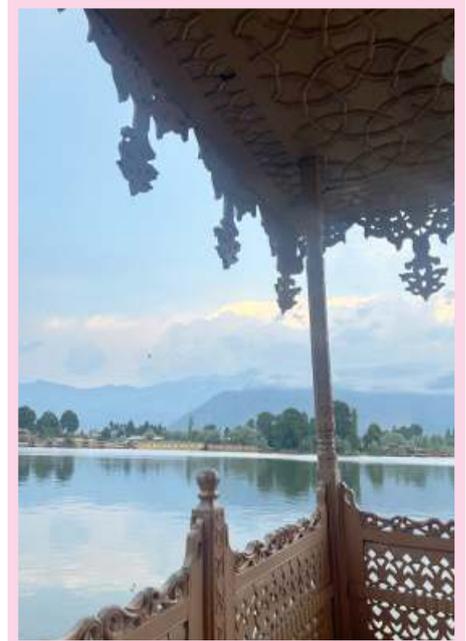
# Frames of Creativity



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B.Com 6C



*Vikset*  
BBA 4B



*Anupam*  
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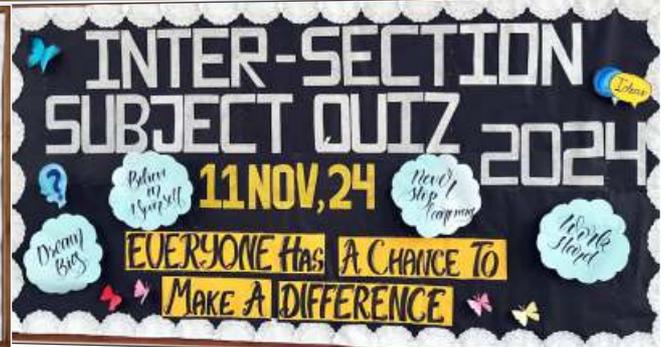


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