

Sri Aurobindo College of Commerce and Management

ANNUAL REPORT 2020-21

SACCM STUDENTS' PERFORMANCE ACADEMIC PERFORMANCE

Panjab University Examination Results

Sri Aurobindo college of Commerce and Management, Ludhiana, is a well-established name, having identified itself with diligence and discipline, determined dedication and devotion of a devout. As everyone knows that because of the Covid-19 Pandemic, the Panjab university like most universities, conducted online examination. Quite like the previous years, SACCM has once again come out with brilliant results, despite the fact that it stuck to its fair means policy. We are proud of the fact that SACCM has never stopped to unworthy ways in order to secure any kind of undeserved position. The merit data has been given below:

SEPTEMBER 2020 OVERALL RESULTS B.Com/BBA Semester II / IV / VI (Top 15 ranks with names and positions)

| Class | Students with University ranks | Rank | %age of first divisions | Number of first divisions | Number of distinctions | Total Students Appeared |
|--------------------------|--|------|-------------------------|---------------------------|------------------------|-------------------------|
| B COM Semester II | As per orders of MHRD/UGC, New Delhi and subsequent adoption by Panjab University, Chandigarh. Students of Exit Classes were promoted based on Past performance and internal assessment. | | 100 | 205 | 170 | 205 |
| B COM Semester IV | | | 100 | 206 | 181 | 206 |

| | | | | | | |
|--------------------------|---|----|-----|-----|-----|---------------|
| B COM Semester VI | Palak Diwan | 1 | 100 | 207 | 207 | 207 |
| | Sherril Arora | 4 | | | | |
| | Yogita Chawala | 9 | | | | |
| | Prabhjeet Kaur | 11 | | | | |
| | Kirat Chhabra | 19 | | | | |
| BBA Semester II | As per orders of MHRD/UGC, New Delhi and subsequent adoption by affiliating university. Students of Exit Classes were promoted based on Past performance and internal assessment. | | 100 | 84 | 60 | 84 |
| BBA Semester IV | | | 100 | 72 | 69 | 72 |
| BBA Semester VI | Nitika Jain | 1 | 100 | 74 | 74 | 74 (5 RLL) |
| | Muskan Singh | 4 | | | | |
| | Sneha Gupta | 5 | | | | |
| | Aayushi Goyal | 12 | | | | |
| | Jannat Khurmi | 13 | | | | |
| | Arushi Jain | 19 | | | | |

| FEB/ MARCH 2021 OVERALL RESULTS | | | | | |
|--|--|--------------------------------|----------------------------------|-------------------------------|--------------------------------|
| B.Com/BBA Ist, IIIrd and Vth Semester | | | | | |
| Class | Students with university ranks Rank | %age of first divisions | Number of first divisions | Number of distinctions | Total students appeared |
| B COM Semester I | Examinations are conducted online. The students appeared from their respective home. | 100 | 201 | 193 | CS 2)201 |
| B COM Semester III | Answer sheets were evaluated | 100 | 206 | 206 | 206 |

| | | | | | |
|-------------------------|---|------------|-----------|-----------|------------------------|
| B COM Semester V | internally at college level. The Practice of University Ranks has been rightly discontinued by Panjab University, Chandigarh. | 100 | 206 | 206 | 206 |
| BBA Semester I | | 94.51 | 86 | 78 | 91 (4 CS and 1 RLA) |
| BBA Semester III | | 100 | 82 | 82 | 82 |
| BBA Semester V | | 100 | 72 | 71 | 72 |

**PANJAB UNIVERSITY GOLD MEDALISTS FROM SACCM
ACADEMIC HALL OF FAME**

| Sr. No. | Name of student | Year | Course | Percentage of marks obtained |
|---------|-----------------|------|---------------------------|------------------------------|
| 1 | Palak Diwan | 2020 | B. COM MARKETING- HONOURS | 85% |
| 2 | Vaini | 2020 | B. COM FINANCE- HONOURS | 85.75% |
| 3 | Palak Diwan | 2020 | B.COM VI SEM | 87.94 |
| 4 | Nitika Jain | 2020 | B.B.A VI SEM | 86.03 |

Students' Performance in Common Admission Test (CAT) 2020

Common Admission Test (CAT) 2020 exam is conducted for admission to India's top business schools. IIM Indore conducted CAT 2020 on November 29 at 430 exam centres in 156 cities across India in computer-based mode amidst strict adherence to COVID 19 guidelines. Though cracking CAT'20 was very challenging this time, but SACCM students outperformed in the CAT 2020 result declared on 02.01.2021. Following are SACCM top scorers:

| Sr. No. | Name | Class | Score in percentile |
|---------|---------------|--------|---------------------|
| i. | Shivam Doda | BBA | 97.73% |
| ii. | Vidur Thapar | BBA | 93.52% |
| iii. | Deepika Tayal | B. Com | 92.39% |

| Sr. No. | Name | Class | Score in percentile |
|---------|---------------------|--------|---------------------|
| iv. | Deepak Duggal | B. Com | 92.14% |
| v. | Naina Singla | B. Com | 89.26% |
| vi. | Sneha Mahajan | B. Com | 88.64% |
| vii. | Pranav Bansal | B. Com | 87.72 % |
| viii. | Kunal Markan | B. Com | 86.51% |
| ix. | Geetika Gaba | B. Com | 86.38% |
| x. | Abhinandan Aggarwal | BBA | 83.43% |
| xi. | Aayush Goyal | BBA | 82.18% |

STUDENTS' PERFORMANCE IN EXTRA-CURRICULAR ACTIVITIES

SACCMites showcased their talent at Punjab State Youth Festival and represented Punjab in National Youth Festival

SACCM Students participated in Punjab State Youth Festival, and bagged third prize in Contemporary Group Dance, and represented Punjab in the National youth festival at Lovely Professional University held on 6th January, 2021. The team comprised Shravan Singh, Kiran Mittal, Sneha Mahajan, Anshika Jain, Vaibhav Gupta, Maneet, Pragati Jain, and Yachika Bector. The students showcased their dancing talent, impressed the judges and registered this jubilant victory.

Debate Competition by Amity Business School, Noida

Aashray Jain (B.Com. 3rd Semester) and Aadvik Thapar (B.Com. 3rd Semester) brought laurels to SACCM by bagging the first position (Best Team) in the Debate Competition conducted by Amity Business School, Noida on 17th September 2020, the preliminary round of which was an Article Writing Contest, and the top teams from that round were shortlisted for the Debate Round.

Inter-College Case Study Competition

Aashray Jain, a student of B.Com. II, has made SACCM proud by bagging a position in the Top 15 in the Case Study Competition conducted by INCA, IIM Calcutta. Initiative for Community Action (INCA) is a pro-bono consulting club of the IIM-C. The case study

competition was conducted on 6th July, 2020 in association with PAN India B-Schools like IIM-A,B,L, XLRI, FMS, IIFT. It consisted of real-life cases and had over 900 registrations, wherein the case solutions were evaluated by the organizations themselves.

National level Competition on Challenges and Opportunities for Online Education

SACCM students participated in Online National level Competition on the topic ‘Challenges and Opportunities for Online Education Today’ held on 15th June, 2020 at Pt. Mohan Lal S.D. College for Girls, Fatehgarh Churian and bagged the following prizes:

| | Name | Competition | Prize |
|-----------|---------------|--------------------------|--------------|
| 1. | Kirat Chhabra | Power Point presentation | First prize |
| 2. | Aashray Jain | Paper Reading | Second prize |

Online Competition in Handwriting

Rajveer Kaur bagged second prize in *Online Competition in Handwriting* (English) organized by Department of Youth Welfare, Panjab University, Chandigarh and GGSDS College, Hoshiarpur on 13th June, 2020.

Creative writing Competition

Students of Sri Aurobindo College of Commerce and Management participated in Creative Writing Competition (*Online*) held on 30th May, 2020 and organized by Guru Nanak College, Moga with the Department of Youth Welfare, Panjab University, Chandigarh and bagged the following prizes:

| Sr. No. | Name | Competition | Prize |
|----------------|----------------|--------------------|-------------------|
| 1. | Sherril Arora | Poem | First prize |
| 2. | Aashray Jain | Poem | Consolation prize |
| 3. | Vindhya Sood | Essay | First prize |
| 4. | Harshita Arora | Essay | Consolation prize |

Solo-Dance Competition

Students of Sri Aurobindo College of Commerce and Management participated in Solo-Dance Competition at E-tech Symphonic-2020 held on 4th May, 2020 organized by KCL Institute of Management and Technology and Shravan Bagga, a student of BBA bagged First prize.

Event Planning Competition at IBS, Hyderabad

SACCM team consisting of Aashray Jain (B.Com. III), Aadvik Thapar (B.Com. III) and Pranshu Jain (B.Com. III) brought laurels to the college by bagging first Prize in an event planning competition conducted by IBS, Hyderabad on December 5, 2020. They also won a cash prize of Rs. 5000 for their achievement.

Inter-college Essay Writing and Creative Writing Competition

An Inter-college Essay Writing Competition was conducted by Arya College, Ludhiana on 21.12.2020 where Aashray Jain of B.Com. III brought laurels to the college by bagging second position along with a cash prize of Rs. 5000. Also, Manvi Saini of B Com 3rd Semester consolation prize in creative writing programme organised by Khalsa College for Women, Ludhiana

Winnings at different Model United Nations Conference

Manvi Saini of B Com 3rd Semester won prizes in various competitions and conferences. She continued to actively participate in a range of events organised by eminent institutions at the state and national level event in this Covid-19 Pandemic times. She got a 'Special Mention' prize in MUN organized by the University Institute of Laws, P.U., Chandigarh from Feb 28, 2020, to Feb 29, 2020. She also got 'Special Mention' (five times) in various MUNs organised by Bhartiya Youth Sansad from June 2020 to September 2020. She also bagged 'High Commendation Certificate' in Consortium MUN organised by Delhi Public School, Bathinda.

Trishna 2k21

Aashray Jain (B.Com III) & Pranshu Jain (B.Com III) bagged 2nd position along with a cash prize of Rs.2000 in a competition conducted by IBS, Hyderabad under their annual fest 'Trishna 2k21' , on January 7, 2021. The competition had three knockout levels consisting of questions on Reasoning, Marketing and General Knowledge.

Inter-college competition 'Auction Arcadia' in E-Summit 2021

Aashray Jain (B.Com IV) & Gurpreet Singh Makode (B.Com IV) bagged 3rd position in an inter-college competition 'Auction Arcadia' held during E-Summit 2021 organised by Entrepreneurship Development Cell of NIT, Durgapur on 3rd April, 2021.

Winnings at Poster Making Competition

Laveena Chaudhary of B Com Semester VI brought laurels to College by bagging prizes in Poster Making competition organised by Colleges of great repute, details are as under:

| Organising Institute/College | Prize |
|--|--------------|
| Department of Biotechnology, Khalsa College for Women, Civil Lines, Ludhiana | First |
| Department of Youth Services, Welfare and Cultural Affairs, S.D College, Hoshiarpur | Second |

Word of Thoughts Event

Harmanbeer Singh Wariach of B.Com 6th Semester bagged third position in the ‘Word of Thoughts Event’ organised by ‘Environment Society HARITIMA’ of Goswami Ganesh Dutt Sanatan Dharama College, Chandigarh on the occasion of World Environment Day, 5th June, 2021.

STUDENT DEVELOPMENT PROGRAMMES

SACCM INDUCTION PROGRAM SESSION 2020-21

a) Induction for Ongoing Classes for holding Virtual Classes through Microsoft Teams Platform

In an endeavour to provide online teaching through a comprehensive teaching platform during pandemic time, the college introduced Microsoft Teams platform. For its effective implementation an induction session was organized for the ongoing classes - B. Com / BBA III/V Semester on 08.08.2020 before the formal start of academic session 2020-21. Classes Incharge conducted the induction session for their respective classes. Students were apprised of the technical aspects of Microsoft Teams. For an uninterrupted and effective conduct of online classes, certain Standard Operating Procedures (SOPs) and guidelines were also developed and explained during the induction session.

b) Induction Program for Fresh SACCM Entrants

A five day long ‘Induction Program’ was organized for the newly admitted students of B.Com and BBA First Semester starting from 14th August, 2020. The Induction Programme was conducted in two parts: induction relating to college rules, systems and university guidelines was carried out by the SACCM Induction Committee and the second phase of induction comprised apprising the new students of some wide-ranging but important aspects like importance of adopting a positive mindset and imbibing good values for successful life,

Courses/ Career Options in Commerce and Management, Soft Skills & Business Communication and Life after Covid-19.

SACCM Induction Program - Session 1

The first day program held on 14th August, 2020 comprised a session on acquainting the students with important information pertaining to their college. Ms Monica Sethi, the Induction Coordinator, familiarized the new joiners with SACCM's Vision- 'To be one of the best Commerce and Management Colleges in India that nurtures talent and generates knowledge in the global business context' and SACCM Mission of developing business leadership and effective management competencies that a business executive requires to respond effectively to today's challenging and dynamic business environment.

Students were also acquainted with the 'SACCM Student Development Model' designed for the overall development of each student through various activities and events that aim at imparting conceptual as well as application based knowledge, instilling certain important life skills and values, training students with significant communication, analytical and thinking skills and developing positive, learning and adaptive attitude attempting to make each SACCMite an Integral Man as envisaged by Sri Aurobindo and the Mother. Also, the students were made abreast of the varied Teaching Learning Pedagogies adopted at SACCM like inter section subject quiz, remedial / revisionary class and the like. Students were also given a detailed view of various facilities available at college like state-of-the-art badminton hall, indoor games facility, outdoor playgrounds, library, computer lab, transport facility etc. Freshers were also exposed to the programs run under 'Extension of Teaching' like extension lectures by Practitioners, Theme based Industrial Visits, Bridge Classes, Marketing and Finance Fest and Students' Research projects. Students were also apprised of various MOUs and collaborations entered by college for the training, development, and placements of the students. A detailed description of the standard operating procedures to be followed for attending the online classes through the Teaching Learning Platform- Microsoft Teams was provided. To motivate the new batch of students and inspire them ensue the footsteps of their successful seniors, the outstanding achievements of old students in academics and extra-curricular activities in the past years was also shared with them.

SACCM Induction Program - Session 2**Discourse by Sh Vivek Atray, a Former IAS and a Renowned Motivational Speaker**

On 14.08.2020 SACCM organized a motivational talk by Sh. Vivek Atray, an Ex IAS officer, a motivational speaker, author, mentor, columnist, a visiting professor and an acclaimed orator. In his interaction with the SACCM students, the speaker shared many precious pearls of wisdom and substantially focussing on the role of determination and having a positive mindset in life. In his talk, he repeatedly emphasized on engaging in positive and constructive conversation with one's mind and completely avoiding a complaining approach towards life's bitter experiences. He exhorted the students to shun the company of people with negative attitude and rather spend their energy in outdoor sports. He also urged the students to make 'meditation' their lifetime friend and keep reflecting and self-introspecting for their self-growth. Sh Atray's engrossing, insightful and thought-provoking dialogue with the young SACCM buds set a perfect start to their first day at SACCM laying a strong foundation to a successful journey ahead.

SACCM Induction Program -Session 3

On 15th August, 2020 the second induction session was conducted by Ms Pooja Mehta, the member, Induction Committee, wherein important aspects viz. 'Beyond the Classroom Activities at SACCM', a blend of academic and co-curricular activities, focusing on holistic development of the students and aiming at supplementing theoretical classroom knowledge through practical exposure were covered. New entrants were presented an overview of spectrum of the NSS activities, Rangmanch, Quizzing, Sports and Adventure Activities, Cultural Fest and Talent Hunt Competition, Festivities, Celebrations and Social Events like Freshers' day and Farewell day organized at SACCM. Support services like Shape the Mind Program, Young Entrepreneurs' Network (YEN), Career Guidance and Placement Cell, Grievance Redressal Cell, Anti Ragging Cell, Student Council, Women Development Cell (WDC) and Internal Complaints Committee (ICC), facility of Group Personal Accident Insurance Policy and Other Medical Facilities for Students were explained at length. New entrants were also made aware about the system of feedback to parents and feedback from other stakeholders.

SACCM Induction Program -Session

On 17th August, 2020, another induction session was conducted by Mr Jinesh Jain, the member, Induction Committee, wherein the students were inducted about various College Rules including Leaves policy, Discipline rules, Attendance Rules, Mid-semester Tests, Awards & Prizes, Special awards- Roll of Honour and College Color etc. Students also learnt about an important college utility - the comprehensive College Management System- iCloudEMS that provides record of students' attendance and leaves, fee status, college calendar, timetable, syllabi, teaching work plans. Moreover, the software is a repository wherein the students can access the notes shared by teachers and receive and submit their assignments online. The new students got an all-inclusive view of their future college journey through these systematically designed induction sessions.

Session on Soft Skills & Business Communication by Ms. Aashima Dhir, Associate Professor (Retd.) from GGDS College, Chd

Soft Skills, the skills to be reckoned with, in the modern spectrum of social, cultural, diplomatic, academic, entrepreneurial, journalistic, managerial, professional, legal, judicial, and on the international fora reflect themselves on the top storey of global pyramid. If hard skills, manifest the mechanical and technological world, soft skills are meant to up all kinds of communicative skills like reading, writing, counselling, conferring, and because of the onset of online classes, communicative skills have become all the more significant. Ms. Aashima Dhir, Associate Professor (Retd.) from GGDS College, Chandigarh, and senior Sessional Faculty, University of Fraser Valley, was invited to induct the students on Soft Skills and Business Communication. In the session held on August 17, 2020, the orator with a difference, added a new chapter, in the history of the college. She successfully left a deep imprint upon the minds of the students (the new entrants) through her talk on pronunciation, accentuation, modulation and intonation. She spoke on the art of extemporization, and therein, she told her listeners how to create flamboyance through the wonderful art of non-verbal communication. All her listeners left the scene with the feeling that the art of communication is the finest 'Fine Art'.

SACCM Induction Program -Session 5

Career guidance by Mr. V.K. Sareen, Former Vice-Principal, DAV College and Mr. Kumar Shalya Gupta, CEO and Consultant Empoweryouth.com

On 18th August, 2020, another Induction Session on the theme ‘Courses and Careers in Commerce and Management’ was organised wherein Mr. V.K. Sareen, Advisor & Corporate Strategist, Myecampus.in and Former Vice-Principal, DAV College, Jalandhar along with Mr. Kumar Shalya Gupta, CEO and Consultant Empoweryouth.com interacted with the new entrants and advised them about wide-ranging courses and career options that they can explore during and after graduation in commerce and management like those in accounting, auditing, finance and banking sectors. Commerce students also have the opportunity to choose an out-of-the-box career option, like one in travel and hospitality, depending on the path and degree you choose. Some of the job profiles a commerce student can look at are Chartered Accountants, Chartered Financial Analyst, Company Secretary, Human Resource manager, Certified Financial Planner, Economist, Venture capitalist, Agriculture Economics, Accounting, Banking, CWA, Stock Broking etc.

SACCM Induction Program -Session 6

Interface with Mr Krishna Mohan, a retired IAS officer Lifestyle Changes after COVID-19

The resource person expressed his heartfelt concern about the lifestyle modifications after the outburst of pandemic COVID-19. He covered various aspects in terms of pre- COVID scenario, effects of COVID-19, predictions about post COVID-19 scenario and the learnings from COVID-19, as he was of the view that every cloud has a silver lining. During this phase, we have come to realise the importance of 6 Quotients in our life: IQ - Increasing Knowledge, EQ - better relations in family & others, PQ - Health consciousness, SQ-I - Spiritually Aware, AQ – Facing Adversities, SQ-II – Socially Active. He mainly focussed upon the relevance and an important role being played by family in each person’s life. Further he stressed on the fact that Nature is the most ethical entity on this planet and by discovering nature, we discover ourselves. He gave a broader outlook towards work-life balance, happiness, values, spiritual advancement, and mental health. He concluded with the note ‘It took a virus to make us understand each other & bring people together, sometimes you have to become sick to become

better and we call it a Great Realization'. The students really felt the aura of positivity by listening to his perspectives.

Through a series of induction sessions, an attempt was made to not only give an orientation to the students with respect to college practices, systems, rules and procedures, but also regarding some wide-ranging yet significant aspects so as to make them feel comfortable in the new college environment and prepare them well for their future endeavours before the formal start of academic session.

STUDENT PSYCHOLOGICAL DEVELOPMENT ACTIVITIES

To impart knowledge and instil important life skills, SACCM organised Psychological development webinars on the topics of 'Concentration' and 'Positive of Psychology & Career' and 'I Am Enough' for B. Com and BBA 1st year students. The first two sessions were conducted by the SACCM Counsellor Ms. Ishita Mehra. The first lecture laid importance on understanding what concentration is, how persistent interruptions and distractions could have profound effect on productivity, and few research-based techniques to enhance the concentration were also shared with the students. The second session focused on holistic personality development via the concepts of positive psychology that helped define success. It laid emphasis on how cultivating signature strengths could provide engaging career pathways and facilitate the pursuit of purpose and meaning. Lectures were conducted to motivate and impart essential psychological skills to the students in order to lay a strong foundation for their successful journey ahead.

Another interactive session on the theme 'I Am Enough' was planned by 'SACCM Women Development Committee' was held on 13th October, 2020 for B Com first year students, where the resource person was a renowned psychologist and counselor Dr. Param Saini. Dr. Saini emphasized that through our thoughts we can take charge of our lives. She elaborated how to use cognitive and emotional capabilities for achieving a state of emotional and psychological wellbeing. She narrated many stories to support that our emotions are created by our perceptions about the situation and not by the situation itself. She also discussed ways to cope up with the stress and depression created by COVID 19. More than 180 participants attended the session.

PERSONALITY ASSESSMENT OF STUDENTS

To introduce the psychological intervention process for the benefit of students, assessment of students' personality is being carried out by using Big-Five test (acronym "OCEAN") by the College Psychologist Ms Nisha. OCEAN explains personality attributes on five dimensions viz. Openness to experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism - reflecting high, low, and average score on these dimensions – thereby helping the students to understand themselves. As many as 219 students have been assessed in terms of these personality traits. After becoming aware of their own personality traits, they will be in a better position to ask for their needs fulfilment, connect more easily with people, optimize their behaviour, and also choose their careers according to their personality type. Further, sessions were conducted to discuss the result with students and to plan the interventions required for helping them work on their weak and strong areas.

EXTENSION LECTURES

In its pursuit to academic excellence, the College has been organizing interactions with industry experts and practicing professionals from different fields to provide practical exposure to its students and to keep them abreast with the recent developments. The exercise becomes vital as updating the knowledge in any subject is very important and no knowledge is complete unless a person can relate to it practically as well.

1. Series of Extension Lectures in Law Stream

i. Company Law- 'Incorporation of Company - Latest Amendments 2020'

An extension lecture was organized for the Company Law students of B.Com Third Semester on 5th October, 2020. The Session was conducted by a renowned Company Secretary, Mr G S Sareen, Past Chairman of NIRC of ICSI. Through his illustrious professional experience, Mr Sareen apprised the students about the online registration procedures required to be followed for incorporation of a company in a very simplified yet effective manner. Throwing light on the procedural aspects, he explained that SPICEe is part of various initiatives and commitment of Government of India towards 'Ease of Doing Business'. Elaborating further, he discussed that SPICE is an integrated Web form offering 10 services by 3 Central Govt Ministries & Departments) and One State Government (Maharashtra), thereby saving time and cost. He also explained as to how the new system has simplified the registration

procedures in such a way that a company can be incorporated in a short span of just one single day.

ii. **Company Law-‘Insolvency and Bankruptcy Code, 2016’**

Another extension lecture was planned for the B.Com Third Semester Company Law students of on 15th December, 2020. The resource person for the session was CS Mr Amit Vinayak from Jalandhar, who is a Corporate Lawyer and a Registered Insolvency Professional with Insolvency and Bankruptcy Board of India. Besides being a Certified Resource Person of SEBI and consultant to AICTE, he had a rich experience of having handled many important assignments like being part of the ‘Special Task Force’ of ICSI on corporate law matters to advise Ministry of Corporate Affairs on different counts. Linking the theme of the session with the winding up of companies earlier contained in Companies Act, Mr Vinayak apprised the students with the concepts of Insolvency, Bankruptcy and Liquidation. Starting with the old regime of Insolvency in India including the erstwhile Insolvency laws for individuals, Companies Act, 1956 for corporates, LLP Act, 2008 for LLPs, followed by SICA Act, 1985; SARFAESI Act, 2002, to the present Insolvency and Bankruptcy Code, 2016, he vividly explained the need of the latest code. He also threw light upon the topic of voluntary winding up of companies and the provisions regarding distribution of assets under liquidation process. The discussion on many real-life case made the entire exercise very fruitful and knowledge enriching for the students as well as the Faculty .

iii. **Business Law- ‘Practical Aspects of Contract Law’**

B.Com Second Semester Business Law students took part in an engaging extension lecture on the theme ‘Practical Aspects of Contract Law’ on 14th May, 2021. Dr. Deepak Jindal, Advocate, High Court of Punjab & Haryana and Guest Faculty, Dept. of Laws, Panjab University, Chandigarh was the resource person for this virtual session. Principal, Dr Ajay Sharma, in his welcome address, informed the audience about the wide experience and contribution of Adv Dr Deepak Rajput to this profession and urged the students to make the best out of the opportunity of having an advocate and law professor of the stature of Adv. Dr Deepak. Under the expert guidance of Advocate Dr Deepak Jindal, the business law students learnt the contract law from the practical angle. After giving a brief overview about the Contract Law in India and its historical background, Adv. Dr Jindal shared many established and famous case laws from earlier as well as latest high court and supreme court judgements. The session was quite eye opening for the students as they could grasp the legal provisions through a

practical eye and how they are enforced by the courts of law, the ruling given by them and how a particular case is decided in the light of facts of the case, circumstances, evidence, witnesses and the intentions of the contracting parties thereby restituting the aggrieved party. Responding to students' queries, he explained how previous judgements play an important role in deciding any legal dispute.

iv. Legal Aspects of Business- 'Business Contracts & Intellectual Property Rights'

An extension lecture for the students of B.Com and BBA Second Semester on the theme '**Business Contracts & Intellectual Property Rights**' was scheduled on 2nd June, 2021. Advocate, Sirish Tamvada, Founding Partner, Sai Neeti was the resource person for the session. Prof. Rajinder Bhandari also graced the occasion with his presence during the session. Mr Deepak Sachdev and Mr Puneet Bakshi were also present. Principal, Dr Ajay Sharma, in his opening remarks shared about the wide experience of the resource person as a legal professional as well as an accomplished academician and about his global academic exposure. He urged the students to derive the best advantage of his dual expertise. Under the qualified instructions of Advocate Sirish Tamvada, the law students learnt the practical intricacies of business contracts and Intellectual Property Rights. Adv Sirish conducted the session in an interactive mode engaging the students throughout the session and responding to their queries as well. Dr Ajay Sharma acknowledged the wonderful and enriching interaction by the resource person and thanked Prof. Bhandari for his words of wisdom for the students.

2. E-Commerce: Issues and Challenges of E-Commerce

Under the able stewardship of Principal, Dr. Ajay Sharma, an extension lecture on the theme "E-commerce: Issues and Challenges" was held on 2nd November, 2020. The lecture aimed at enhancing skills of students so as to make them capable of effectively dealing the challenges related to e-Commerce. The resource persons Dr. Virender Singh, Head Department of IT from GGSDS College, Chandigarh, discussed the issues involved and educated the students and faculty on the crucial topic. The lecture brought a perfect opportunity for the virtual audience to learn about an array of new opportunities and challenges faced by the e-commerce users. He covered a wide range of issues pertaining to data protection and privacy and accentuated on various cyber security issues and shared his profound knowledge in providing solutions for the same as well. The session turned out to be very informative and was a successful attempt to expand their horizons beyond classroom knowledge.

3. Punjabi: Punjab, Punjabi and Punjabiat

An interactive webinar on the topic ‘Punjab, Punjabi and Punjabiyat’ was organized wherein Dr. Sarabjot Kaur, Prof. (Retd.) Govt. college for Girls, Ludhiana was the resource person. Dr. Kaur started her lecture by acquainting the students with the history of Punjab State and told the students that the former name of Punjab was Sapt Sindhu, and the word Punjab is a combination of two words Panj+Aab which means the land of five waters. Further, she said that Punjabi people have their own constitution of body and Punjabi culture has several unique characteristics which make us singular. Talking about Punjabi language, she told the students that Punjabi language is a widespread language and has several edges over many other languages. She further stressed that we should be proud of our language and must not feel shy while speaking Punjabi language. The speaker emphasised that language is always evolutionary in its nature and with passage of time it gets changed and many new words start getting added to it. Further, she made clear that no language is inferior or superior because the basic purpose of a language is to convey a message and also that it is our holy duty to save Punjabi language.

WEBINARS/ ORIENTATION PROGRAMS FOR FACULTY & STUDENTS

i. Webinar on ‘Strategic Innovation’ by Dr. S.K. Chadha (Retd. Professor), UBS, Punjab University, Chandigarh

SACCM in collaboration with Centre for Trade Facilitation and Research in Textiles (CTFRT) organized a webinar on topic “Strategic Innovation” on 30th October, 2020 for the students and faculty of the College. An Eminent Personality, Dr. S.K. Chadha (Professor and Ex-Chairman UBS, Punjab University, Chandigarh) was the key speaker. The session was attended by more than 400 students and faculty members of the college. The session began with the presidential address by Dr. Harish Anand, Director, CTFRT. He shared his experience of working with the Vardhman Textiles Mill, he emphasized on skill, knowledge, awareness and attitude for strategic innovation. He also recommended the audience to write case studies on strategic innovation and keep it in public domain. Thereafter, Dr. S.K. Chadha shared his expert knowledge on strategic innovation. Dr Chadha necessitated the use of innovation by the organizations to stay competitive in the current scenario. Intuition, mindfulness, individual creativity, passion of winning, self-responsibility were key take-aways from his speech. He

concluded by inspiring the audience to stay motivated, keep their minds clean and to develop a habit of total acceptance in their lives.

ii. Orientation Program on ‘Corporate Expectations: from Campus to Cubicles’ by IBS, Hyderabad

A webinar was organized in collaboration with ICFAI Business School, Hyderabad on ‘Corporate Expectations: From Campus to Cubicles’ on July 15, 2020. Prof. Rupa Rath, an intellectual HR Professional with an industry experience of more than 20 years, was the resource person of the day. The insightful tutelage of Ms Rupa Rath motivated the participants to be virtuosos in the beginning of their corporate lives. She articulated the differences between the campus life and corporate life and guided the participants to master the interpersonal, communication and analytical skills to impeccably face the challenges of new environment and new learning in their first handshake with corporate life.

iii. Webinar on ‘Importance of Cultural Activities for Youth’

SACCM organized a webinar on the topic ‘Importance of Cultural Activities for Youth’ by Dr. Nirmal Jaura, Director, Youth Welfare Department, Panjab University, Chandigarh, on 22nd December, 2020. Dr. Jaura talked about the role of participation in various cultural activities in personality development as well as improvement in decision making skill of a person. He also informed about 65 cultural activities hosted by the university and the benefits derived by students by participating in them. Dr Jaura also acquainted the students about the life of Shri Guru Tegh Bahadur ji and told how he valiantly fought against the Mughals and sacrificed his life defending Hindus and the Kashmiri Pandits. The session was organised for students of BCom and BBA 3rd and 5th semester. The students found the session very insightful and thought provoking.

iv. Webinar on ‘Career Opportunities after Graduation’ by IBS, Gurgaon

The College in collaboration with ICFAI Business School, organized a webinar on 24th July, 2020. The webinar focused on the topic “Career Opportunities after Graduation”. Mr. Pranav Ghosh from IBS, Gurgaon, in an interactive session with the students, focused on the holistic development and its three main elements: knowledge, skills and attitude. He stressed upon the competencies which are required to work in the corporate sector. The students found the session to be very informative as it emphasized on the development of various skills so as to ensure employability after graduation very much useful to plan their future career options.

v. Webinar on An Awareness Campaign Against Covid-19

In collaboration with Punjab Commerce and Management Association and SCD Government College, Ludhiana, the college organized a webinar with the objective to create awareness against Covid-19 under Patronage of Sh. Varinder Sharma, Honourable Deputy Commissioner, Ludhiana on 28th August, 2020. Prof. Sandeep Bansal PGIMER, Chandigarh, educated the audience regarding the modes of transmission and the preventive measures to be followed to reduce the chances of contracting the Coronavirus. Dr. Rakesh Sharma, Director Department of Ayurveda, Government of Punjab stressed on the consumption of ayurvedic immunity promoting measures for self-care during COVID 19 crisis. Managing mental health in Covid-19 Times is of paramount importance, thus Dr. Tarundeep Kaur, Head Department of Psychology GGDSD College, Chandigarh, explicated in detail the strategies to cope up with stress, anxiety, and distress during this uncertain time. Dr. Ashwani Bhalla, President PCMA, Professor in Commerce SCD Govt. College, Ludhiana, concluded the webinar with his words of wisdom.

vi. ‘Bharat Ka Amrut Mahotsav’ commemorating 75 years of India's independence

SACCM in collaboration with Youth Welfare Department, Panjab University, Chandigarh celebrated the commemorative 75 years of India's independence by organising the grand fiesta ‘**Bharat Ka Amrut Mahotsav**’ on June 19, 2021. Principal Dr. Ajay Sharma formally welcomed all the illustrious speakers and shared that the college is whole heartedly celebrating all the national events. Dr. Devinder Singh, (the well-known legal luminary, Professor, Dept. of Laws and secretary to Vice Chancellor, PU, Chandigarh) the honourable Chief Guest, enlightened the gathering on the subject by presenting the key events of India's independence with the audience. Then the much-celebrated Dr. Priyatosh Sharma, (the much talked about Historian, and Chairperson, Dept. of History, PU, Chandigarh) the key speaker for the event acquainted the audience with his pearls of wisdom. Further, he developed a kinship with the gathering by bringing the eventful freedom movement of India quite alive before them through his thought-provoking discourse. The speaker explained the contribution of different Indian movements in the freedom struggle of India. The lecture delivered by him was factual, and at the same time quite engaging. The much loved, respected, and dynamic Dr. Nirmal Jaura, Director, Youth Welfare Department, Panjab university, Chandigarh, spoke afterwards in a very engrossing and interesting manner. He thanked everyone present in this intellectual webinar.

SACCM INTERNAL QUALITY ASSURANCE CELL (IQAC)

i. Student Satisfaction Survey

SACCM organised a one-day virtual NAAC workshop on ‘Student Satisfaction Survey’ on December 11, 2020. The Resource person for the workshop was Dr. Alok Kumar Chakrawal, Professor, Department of Commerce and Business Administration Saurashtra University, Rajkot, Gujarat. Prof. Meenu Gupta, Coordinator, IQAC, welcomed the speaker. Dr. Chakrawal started his talk with the background that all the efforts of the teachers and the institution to make education a meaningful process can be considered impactful only to the extent students perceive it to be meaningful. He further added that the feedback given by the students showcases the actual quality of teaching learning processes of the college thereby enabling identification of the strengths of teaching as well as the possible improvements. He described the entire process of student satisfaction survey in detail explaining that the Student Satisfaction Survey (SSS) is conducted simultaneously with DVV process. Higher education institutions must strictly upload data of at least 50% of currently enrolled students as per data template format in excel sheet given in portal. Dr Chakrawal threw light on different import aspects like kinds of questions asked, the inputs expected, the psychological aspect of the students while filing the survey questionnaire and the like. After the workshop, the house was opened for discussion. The teachers posed several questions to the expert speaker, the answers to which were full of insight and pragmatic knowledge of the expert.

ii. Session on Teachers’ Feedback Analysis - Effectiveness of Curricula, Online Classes and IT related Issues

A good feedback system has an active role to play for the growth of any higher education institution as it does not only confine to the collection of data, rather it goes beyond that and extends to its in-depth analysis, identification and drawing pertinent pointers to enhance the learning effectiveness. With this, the Internal Quality Assurance Cell (IQAC) of SACCM organized an interactive session with members of the faculty to discuss the feedback relating to their satisfaction towards the effectiveness of curriculum, teaching, learning, infrastructure and particularly about their online teaching experience. Dr. Harish Anand, Vice President, Strategic Planning Department, Vardhman Textiles Ltd. addressed the faculty. To overcome the crisis caused by ongoing pandemic, SACCM subscribed for Microsoft Teams Platform and all members of the faculty were provided with laptops and digitizers etc. to take online classes effectively. Teachers shared their experience about the same and appreciated the efforts and

support of the management in this direction. Many valuable suggestions like strengthening of internship programmes, initiating new value-added and personality development courses, conversion of traditional class-rooms into smart class-rooms, also emerged out of the discussion.

iii. Quality Initiatives by IQAC: MOUs signed for Student Development

a. MOU with Bulls Eye and Hit Bulls Eye

Sri Aurobindo College of Commerce and Management, Ludhiana signed an MoU with the Bulls Eye and Hit Bulls Eye to provide free Placement Training to its students. This step was taken keeping in consideration the continuing lockdown due to Covid-19. This collaboration aimed at increasing employability skills of students by improving their grasp on English communication, shaping their holistic personality, making them job ready and training them for group discussion through online tools. Under the MoU, Bulls Eye and Hit Bulls Eye 6 free two-hour live workshops on Facebook and YouTube on topics like preparing oneself for an interview, group discussion, venturing into a new entrepreneur etc were to be provided. Further, complimentary access to the Online Campus Placement and Personality Development program “SPRUCE” to Final and Pre-Final year students was also be provided. 'SPRUCE', a multi-faceted tool, is customised to encompass complete training and placement needs of the institution; delivered through a heady mix of academic tools such as ebooks, videos, assignments, and tests. Main objective behind signing the MoU was fostering academic exchange and partnership to provide an online learning opportunity to each student without charging any fee. The program intends to contribute towards the employability factor of students so that they are better equipped for placement challenge that lies ahead of them in the current grim economic scenario.

b. MOU with Empoweryouth.Com for ‘Campus Placements’

The college signed an MoU with Empoweryouth.Com for campus placements. The MoU entails that Empoweryouth.Com's My Ecampus will actively develop a pipeline of companies that have a demand for interns and candidates in their organisations. The students will register themselves and get opportunities to get connected to numerous companies.

c. MoU with ICT Academy

An MoU was signed with the ICT Academy, a not-for-profit society and an initiative of the Government of India. ICT Academy is the first of its kind that ventures under the Public-Private-Partnership (PPP) model that endeavours to train the teachers and students. ICT

Academy has been recently endorsed and recommended by NITI Aayog (National Institution for Transforming India Aayog), the National Planning body of Government of India as one of the unique organizations for dissemination and replication, which is aligned to the Skill India Vision of the Government of India. Through its various initiatives, ICT Academy has been part of strengthening India's four important visions on Skill India, Digital India, Start-up India and Make in India. SACCM, in collaboration with ICT Academy is trying to support the education eco system via different modules viz. Faculty Development, Skill Development, Research and Publication, Youth Empowerment, Entrepreneurship Development, Digital Empowerment and Industry Institute Interaction.

d. MOU with Alphabet Inc

The College signed MOU with ALPHABETA INC (which has its collaboration with 'National Stock Exchange Academy') to introduce a course on 'Equity Portfolio Management'. This course provided a practical introduction to equity portfolio management. Using an interactive app, the learning was driven by simulation techniques that allowed the learners to visualize stocks, understand concepts, make decisions, and create trades like a portfolio manager. Using an interactive app, the learning is driven by simulation techniques that allows the learners to visualize stocks, understand concepts, make decisions, and create trades like a portfolio manager. The students enrolled under these courses start learning of simple concepts and graduate progressively to more complex strategies using both statistical and fundamental methods. The duration of the course is of six weeks.

FACULTY DEVELOPMENT PROGRAMS WEBINARS/ FDPs/WORKSHOPS

i. Webinar on 'Global Management Education in Post-Covid19 Times'

In association with Academy of Management, USA, a webinar on global management education in post-COVID19 times was organised on 6th July 2020. Around 190 participants from across the world witnessed rigorous deliberations on various facets of the global education during and after the pandemic. The webinar was chaired by Prof (Dr) Mahesh Verma, vice-chancellor of Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi. In his presidential address, Prof Verma emphasized on the need for academic administrators to deal

with the contemporary challenge in an equitable way so that the students from developing and underdeveloped countries do not suffer. Ms Cyndi McLeod, CEO of the Global University Systems, maintained that the global education is bound to be disrupted by the pandemic. Dr Marta Hawkins questioned the narrative of calling the contemporary situation as a ‘new normal’. Prof Anubha Kaushik, Director, International Affairs, GGSIPU raised the challenges being faced by researchers and academic collaborators during the times of social distancing. Dr Gagan Deep Sharma, representative of the Critical Management Studies division of the Academy of Management, built a case for looking at the ongoing situation with a lens of criticality so that what doesn’t meet the naked eye can also be understood. Dr Kathleen Riach from University of Glasgow illustrated the themes that researchers may try to address for fighting the crisis being faced.

ii. Webinar on ‘Critically envisioning the business, economy, and society in post-pandemic times’

A webinar titled ‘Critically envisioning the business, economy, and society in post-pandemic times’ was conducted by the Directorate of International Affairs of Guru Gobind Singh Indraprastha University, New Delhi, in association with Academy of Management, USA, and Sri Aurobindo College of Commerce and Management, Ludhiana. The webinar, which was attended by 125 participants from across the world, witnessed rigorous deliberations on various facets of the global education during and after the pandemic. The webinar began with Mr. Gaurav Talan, faculty at Guru Gobind Singh Indraprastha University, New Delhi who emphasized on the economic fallouts and social impacts of the ongoing Covid-19 outbreak. It was pointed out that not all sections of the society are impacted equally by the pandemic and brought together the speakers (Prof. Pritam Singh, Prof. Glenn Muschert and Dr. Paresha N. Sinha) who presented their critical perspectives envisioning post-pandemic times. Prof Pritam Singh from University of Oxford, UK presented his critical outlook on the global health, economic, and ecological crisis in the present times. Prof Glenn Muschert from Khalifa University, UAE provided an insight on Critical Social Capital theory from the lens of the pandemic. Dr. Paresha N. Sinha, Senior Associate Editor, International Journal of Emerging Markets steered the discussion towards the International Business Management during and post COVID-19. Prof Jeffrey Inman from University of Pittsburgh, USA enlightened the context of consumer marketing in Covid-19 crisis. Prof. M.M. Goel, former Vice-Chancellor of Jaipur

National University and Professor from India, highlighted the role of “Needonomics” for economic recovery post Covid-19. Dr. Alexey Kravchenko, Associate Trade officer at UNESCAP, related the SDGs to the COVID-19 pandemic.

iii. Webinar on ‘Unlocking of Higher Educational Institutions’

Punjab Commerce and Management Association (PCMA) organized a webinar on the topic ‘Unlocking of Higher Educational Institutions’ under the aegis of Sri Aurobindo College of Commerce and Management, Ludhiana on 7th July 2020. Delivering the keynote address at the National Conference, Dr. BS Ghumman, Vice Chancellor of Punjabi University said that in an atmosphere of uncertainty, we have to handle everything and for this a large online network is needed so that online studies and exams can be conducted. PCMA President, Dr. Ashwani Bhalla added further and said that it would not be right to call the students in the institutes until the Covid Zero status is reached, then online examinations and studies are the only option for which the institutions should decide. Presenting the conference theme on the occasion, Dr. Ajay Sharma said that in the present situation we have to bring the educational system to an automated mode where innovations are needed where public private partnerships and collaborations will bring education to the forefront. Dr. Kulbhushan Chandel, Dean of Himachal Pradesh Technical University said that there is uncertainty but by accepting this uncertainty, there is a need to convert it into adventure, many experiments will bring the system to the fore. Professor Tejinder Sharma of Kurukshetra University termed the University Grants Commission notification as unfortunate and called the decision an interference in the autonomous status of the universities and advocated a decision based on the circumstances. In the concluding speech on this occasion, the Controller of Examination of Panjab University, Dr. Parvinder Singh said that the decision of UGC was shocking as it was working on the strategy of promoting the students further and drawing the result that the decision was suddenly thrown out given what was not expected. On this occasion, Principal of SD College Gurdaspur, Dr. Neeru Sharma, Dr. Bikramjit Singh of Mata Gujari College, Academic Dr. GS Batra, Dean of Punjabi University, Principal Dr. Dharam Singh Sandhu and Dr. BB Singla, Vice President of PCMA, and General Secretary Dr. Vikasdeep also gave their views.

iv. Webinar on ‘Teaching Finance in Virtual Classrooms’ in Collaboration with IBS, Hyderabad

A Webinar was organised on the theme ‘Teaching Finance in Virtual Classrooms’ on 16th July 2020, under the able guidance of Principal, Dr. Ajay Sharma. As many as 50 participants

from different colleges participated in the webinar. Dr. Vineeta Mishra, Professor, IBS Gurgaon was the e-Resource Person. This webinar brought a perfect opportunity for the Faculty to learn about the usage of ZOOM application for online curriculum delivery while keeping them engaged using varied tools. Dr Misra also accentuated on various behavioural and technical issues faced by the teachers in virtual teaching and shared her profound knowledge in providing solutions for the same. The session turned out to be very interactive and informative.

v. National Conclave cum Conference on ‘National Education Policy 2020’

A National Conclave cum Conference was organised through the virtual mode by SACCM jointly with Punjab Commerce and Management Association and SCD Government College, Ludhiana with Knowledge Partner, Haryana Commerce and Management Association(HCMA) and Himachal Pradesh Commerce and Management Association (HPCMA) on the theme ‘ National Education Policy 2020’ on August 16-18, 2020. It was inaugurated by Dr. S. P. Bansal, Hon’ble Vice Chancellor, Himachal Pradesh Technical University, Hamirpur and Valedictory Address was delivered by Dr. Mahesh Verma, Hon’ble Vice Chancellor, GGS Indraprastha University, New Delhi. The key speaker of the webinar focused on the fact that all higher education institutions (HEIs) should become multidisciplinary institutions and shall aim to have larger student enrolments preferably in the thousands, for optimal use of infrastructure and resources, and for the creation of vibrant multidisciplinary communities. It has been suggested that liberal education approach must be adopted to provide horizontal and vertical flexibility as in CBCS.

| Key Speakers in Three-day Webinar on ‘National Education Policy 2020’ | | |
|---|--|---|
| Day 1 | Day 2 | Day 3 |
| Prof. (Dr.) Raj Kumar Singh Gautam, Dean R&D, Chairperson Centre for Entrepreneurship, Innovation and Skill Development, SMS, Varanasi. | Dr. A.K.Bakshi, Vice Chancellor, PDM University, Bahadurgarh | Dr. Mahesh Verma, Vice Chancellor, Guru Gobind Singh Indraprastha University, New Delhi |
| Dr. Sanjeev Sharma, Director, DAV Institute of Management, | Dr. Akshilesh Mishra, Banaras Hindu | Dr. Prem Kumar, Renowned Academicians & |

| Key Speakers in Three-day Webinar on ‘National Education Policy 2020’ | | |
|---|---|---|
| Day 1 | Day 2 | Day 3 |
| Faridabad | University, Banaras | Director, BCM Institutions |
| Dr. Kulbhushan Chandel, Dean Academic Affairs HPTU, Hamirpur | Dr. Tejinder Sharma, President, HCMA | Dr. Gulshan Sharma, Director, General ICSI |
| Dr. Manvinder Singh Pahwa, Director, Alumni Relations, Manipal University, Jaipur | Sh. Reekrit Serai, Managing Director, Satluj Group of Schools | Dr. Basavraj Benni, Professor & Dean Social Sciences, VSR University Bellari |
| Dr. Ajay Sharma, Principal, SACCM, Ludhiana | Dr. Dharam Singh, Principal, SCD Govt College, Ludhiana | Dr. Gagan Deep Sharma, Associate Professor, Internatioanl Affairs, Guru Gobind Singh Indraprastha University, New Delhi |
| | Dr. Ashwani Bhalla, President PCMA | Dr. Surender Singh Dahiya, Director, SCERT Chandigarh |

vi. Weeklong FDP on ‘Qualitative Research with Software Applications’

A week long FDP was organized by the Research and Faculty Development Committee (RFDC) on the theme “Qualitative Research with Software Applications” from 22nd to 28th February, 2021. Dr Himachalam Dasaraju, Professor, Sri Venkateswara University, Tirupati (A.P.) – the keynote speaker - presented the Inaugural Address and highlighted the importance of carrying out research for academicians and research scholars and emphasized the importance of UGC and ICSSR research projects. The resource persons for the workshops included Dr Rahul Pratap Singh Kaurav, Assistant Professor, Prestige Institute of Management, Gwalior and Dr Pooja Goel, Assistant Professor, Shaheed Bhagat Singh College, University of Delhi. This one week hands-on workshop covered the topics like Systematic Literature Review (SLR) methods and formats, Bibliometric Analysis, Social Media Analysis, Thematic and Cluster Analysis using NVIVO software. More than 50 academicians and research scholars

from various universities and colleges attended the workshop. The principal, Dr Ajay Sharma, presented a formal vote of thanks to the worthy guests and the resource person and signaled that organizing Research oriented FDPs has been a regular feature at SACCM among other faculty development programmes organized from time to time.

vii. One Week FDP on “Quantitative Research with Software Applications”

Another value creating FDP was organized by the Research and Faculty Development Committee (RFDC) of the College on the theme ‘Quantitative Research with Software Applications’ from 1st March to 6th March, 2021. The keynote resource persons were Prof. Rajat Sandhir, Professor, Department of Biochemistry, Panjab University, Chandigarh and Dr. Naveen Gupta, Department of Microbiology, Panjab University, Chandigarh. Prof. Sandhir is a renowned name for his excellent contribution to the area of research and who emphasized on digital tools and resources for researchers for targeting good and impactful journals. Dr. Naveen Gupta in his inaugural speech highlighted the need of being creative to add new dimensions to teaching and research. The resource person for the workshops included Dr. Ajay Chauhan, the chief consultant officer, Research Shiksha, New Delhi and Dr. Sandeep Singh, Punjabi University Regional Centre for Information Technology and Management, Mohali. This one-week hands on workshop covered basic and advanced topics on Structural Equation Modelling using Smart PLS. Prof. Adarsh Pal Vig, Director UGC-HRDC, GNDU, Amritsar and Dr. Prem Kumar, the former Vice Chancellor and Founder Principal, SACCM shared their research experience on the valedictory session of the workshop held on March 6th, 2021.

viii. Interactive session on Leadership and Effective Teaching

As a part of continuing interaction with the Industry and Academia, SACCM had the privilege of having such an epitome of true leadership, in the college, for an interactive session with the teaching faculty on Leadership and Effective Teaching on 9th April, 2021. The much celebrated scholarly speaker Mr. Sachit Jain, in his charismatic style emphasized the role of vision, communication and belief in impactful leadership by giving pragmatic examples. Stressing on the ability of the teachers in shaping the minds of the students, he exhorted the teachers to have a strong vision along with innovative thinking. He also mentioned the importance of case study teaching to practically train the students for facing real life situations in business or careers they will pursue in future. While interacting with the faculty, he emphasized on a holistic, integrated, principle-centered approach for solving personal and professional problems of the students.

ix. FDP on Systematic Literature Review and Meta Analysis

The SACCM Research and Faculty Development Committee organised a two day long FDP on the theme ‘Systematic Literature Review and Meta Analysis’ on 9th and 10th July 2021. Dr Jaspreet Kaur from Pearl Academy was the resource person for the FDP. The topics like systematic literature review, Prisma approach and how to write paper on qualitative analysis were discussed on the first day of FDP whereas detailed elaboration was made on meta-analysis and its procedure on the second day of FDP. Dr Jaspreet explained the procedural steps required in a meta-analysis based research followed by methods and assumptions, approaches, Statistical models for aggregate data, validation of meta-analysis results and challenges faced while conducting this analysis in a very comprehensive way. She also highlighted on how Meta-analysis can be performed when there are multiple scientific studies addressing the same question. At the end of the session, queries of the faculty were taken by Dr Jaspreet.

ACHIEVEMENTS OF SACCM FACULTY

Dr. Marinal Gupta promoted to the Post of Associate Professor

In the workplace, promotion is always desirable for any dedicated professional. Dr. Marinal Gupta has moved up on the career ladder from the post of Assistant Professor to Associate Professor She has devoted 16 years to the College with utmost hardwork, dedication, and sincerity. She is indeed, an asset for the College.

Faculty Research and Publications

| Name of the faculty | Title of research paper | Journal/Book Name |
|----------------------------|--|--|
| Dr. Leenu Anand | An HR Manager Confronting Challenge of Change (Case Study of Employee Attendance Management) | IITM Journal of Business Studies, Vol. 7(1), 40-52, ISSN-2393-9451. (UGC Care approved Journal) |
| Puja Jain | Christian Medical College and Hospital: Serving with a Sense of Calling’ | South Asian Journal of Business and Management Cases (Sage publication) Volume 9, Issue 2, 2020 (Scopus indexed) |

| Name of the faculty | Title of research paper | Journal/Book Name |
|---------------------|---|---|
| Amarjit Kaur | Insight into The Revolutionary Entrepreneurial Mind: Innovational Rebelliousness | New Horizons in Commerce, IT & Social Sciences- VOL. 1 (Published by National Press Associates, New Delhi) |
| Sanjay Gupta | Prioritising the preference of factors affecting the mobile network selection: A combination of factor analysis and best worst method. | Journal of public affairs (Wiley-Blackwell Publishing) indexed/ranked under ABDC-B Category) https://doi.org/10.1002/pa.2345 |
| | Prioritizing the factors determining the quality in higher educational institutions—An application of fuzzy analytic hierarchy process. | (Published in Journal of Public Affairs (Wiley Publishing Limited) indexed/ranked under ABDC-B Category, Web of Science, SCOPUS, EBSCO, and Emerging sources citation index). https://doi.org/10.1002/pa.2647 . |
| | An Integrated Model of Financial Literacy Among B-School Graduates Using Fuzzy AHP and Factor Analysis. | Journal of Wealth Management (Institutional Investor, Inc.) indexed/ranked under ABDC-B Category, Web of Science, SCOPUS, EBSCO, and Emerging sources citation index). https://doi.org/10.3905/jwm.2020.1.126 |
| | Risk-Managed Momentum: An Evidence from Indian Stock Market | FIIB Business Review, DOI: https://doi.org/10.1177/23197145211023001 |
| | Factors affecting consumer purchase intentions of organic food through fuzzy AHP | International Journal of Quality and Reliability Management, DOI: 10.1108/IJQRM-01-2021-0019 |

| Name of the faculty | Title of research paper | Journal/Book Name |
|-------------------------------------|--|---|
| Pooja Mehta | Personal values as drivers of Socially Responsible Investments – a Moderation analysis | Review of Behavioral Finance’, September 2020 (Emerald Publications) listed in ABDC (B category) and indexed in SCOPUS with CiteScore 0.8. |
| | Retiring early for being emotionally exhausted or staying committed at workplace: a mediation analysis” | <u>Organization Management Journal</u> ’, Emerald Publications) (ISSN: 1541-6518) listed in ABDC (C category) and indexed in SCOPUS with CiteScore 0.9. |
| | “Modeling Spiritual Intelligence on Quality of Work Life of College Teachers: A Mediating Role of Psychological Capital” | “International Journal of Quality and Service Sciences”, Emerald Publications listed in ABDC-B, Q2 and scopus. (ISSN: 1756-6703) |
| | “A Pathway to Technology Integration: Eliciting Consumer’s Behavioral Intention to Use Pay TM Services” | “Paradigm”, Sage Publications indexed in scopus. (ISSN: 0971-8907) |
| Sanjay Gupta and Swati Gupta | Benchmarking the private sector banks in India using MCDM Approach | Journal of Public Affairs- Wiley Publications (Indexed ABDC- B Category, Scopus and UGC) doi 10.1002/pa.2409 |
| | Comparative analysis of service quality of Big Bazaar and Spencer's: a fuzzy approach. | International Journal of Quality & Reliability Management (Emerald Publishing Limited) indexed/ranked under ABDC-B Category, Web of Science, SCOPUS, EBSCO, and Emerging sources citation index. https://doi.org/10.1108/IJQRM-05-2020-0181 |

| Name of the faculty | Title of research paper | Journal/Book Name |
|--|--|---|
| | "Comparative analysis of service quality of Big Bazaar and Spencers' | International journal of quality and reliability management (Q2, IMPACT FACTOR-2016, H-Index- 82)- Emerald Insight (Indexed ABDC- B, ABS, SCOPUS, UGC,EBSCO, ESCI) |
| | Prioritizing intentions behind investment in cryptocurrency: a fuzzy analytical framework. | Journal of Economic Studies (Emerald Publishing Limited) indexed/ranked under ABDC-B Category, Web of Science, SCOPUS, EBSCO, and Emerging sources citation index). https://doi.org/10.1108/JES-06-2020-0285 |
| Jinesh Jain, Sanjay Gupta and Dr. Ajay Sharma | Identifying sustainability drivers in higher education through fuzzy AHP | Higher Education, Skills and Work-Based learning (Emerald Publishing Limited) indexed/ranked under ABDC-C Category, Web of Science, SCOPUS, EBSCO, and Emerging sources citation index). https://doi.org/10.1108/HESWBL-03-2020-0051 . |
| Prerna Ahuja and Amarjit Kaur | Psychological stress: Repercussions of COVID-19 on gender | Journal of Public Affairs (ABDC - B category, Scopus indexed journal), Wiley DOI:10.1002/pa.2533 |
| Ms. Puja Jain | Sense of Calling: A Theoretical Acquaintance with an Emerging Construct | Shodh Sarita (International and approved UGC Care) |
| Ms. Monica Sethi, Dr. Robin Kaushal and Dr Meenu Singla | Econometric analysis of COVID-19 cases, deaths, and meteorological factors in South Asia | Environmental Science and Pollution Research, Springer publication. doi.org/10.1007/s11356-021-12613-6 |

| Name of the faculty | Title of research paper | Journal/Book Name |
|--|--|--|
| Dr. Jaspreet Kaur | “Evaluation of Training and Development Practices in Banks: A Study of Performance of Employees In Selected Indian Public Sector Banks And Private Sector Banks” | Journal of Internet Banking and Commerce, vol. 25, no. 2, ISSN 1204-5357. |
| Meenu Gupta and Dr. Jaspreet kaur | Decoding the Success Story of Sonalika - International Tractors Ltd.(Ifl)” | International Research Journal of Commerce, Arts and Science, Internationally Indexed Peer Reviewed & Refereed Journal, Vol -11, Issue -10, Oct 2020, ISSN 2319 – 9202, UGC Id 48387 |
| Aashish Garg and Sanjay Gupta | Prioritizing factors determining environmental responsibility using fuzzy analytical hierarchy process: evidence from India | International Journal of Social Economics (Int J Soc Econ), ISSN:0306-8293, doi/10.1108/IJSE-09-2020-0611 (ABDC-B,ABS, SCOPUS, WEB OF SCIENCE) |
| Aashish Garg | Modeling Collaborative Consumption by Extending Self-Determination Theory: An emerging economy perspective | Social Responsibility Journal |
| Jinesh Jain and Sanjay Gupta | A fuzzy analytical hierarchy process framework for stock selection in the Indian stock market | Journal of Public Affairs, DOI: 10.1002/pa.2710 |

Research Papers Reviewed by Members of the Faculty

| Name | Name of the Journal | No. of Papers Reviewed |
|---------------------|--|--|
| Sanjay Gupta | Management Research Review (Emerald Publishing Limited) indexed/ranked under ABDC-C Category, Web of Science, Scopus, EBSCO, and Emerging sources citation index. | 1 |
| | Qualitative Research in Financial Market (Emerald Publishing Limited) indexed/ranked under ABDC-B Category, Scopus, EBSCO, Web of Science and Emerging sources citation index. | 1 |
| | International Journal of Knowledge and Learning (INDERSCIENCE Publishers) Indexed/ranked under Scopus, ABDC-C, Google Scholar, Emerging sources citation index and UGC. | 1 |
| | Journal of Economic Studies (Emerald Publishing Limited) | 1 |
| | Society and Business Review (Emerald Publishing Limited) | 1 |
| | International Journal of Accounting and Finance Review (Centre for Research on Islamic Banking & Finance and Business Publishing) | 1 |
| | Journal of Public Affairs (Emerald Publishing Limited) | 1 |
| | International Journal of Information and Decision Sciences (INDERSCIENCE Publishers) | 1 |
| | International Journal of Business Performance Management (INDERSCIENCE Publishers) | 1 |
| | Puja Jain | 'Management and Labour Studies' (official publication of XLRI School of Business and Human Resources, Jamshedpur; and indexed in ABDC, SCOPUS and UGC list). |

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|--------------------------|--|---|
| Pooja Mehta | International Journal of Electronic Business (IJEB) (Inderscience Publications) (July 2020). | 1 |
| | Tourism: An International Interdisciplinary Journal (Inderscience Publications) (August 2020). | 1 |
| Prerna Ahuja | Basic and applied Social psychology (ABDC- B category , scopus indexed) | 1 |
| | International Journal of Educational Policy Research and Review | 1 |
| | Journal of Public Affairs | 2 |
| Swati Gupta | Journal of Science and Technology Policy Management, Emerald Publishing Limited, indexed under ABDC-C Category, Scopus, EBSCO and Emerging sources citation index | 1 |
| | Journal of Economic Studies (Scopus, EBSCO and Emerging sources citation index) | 1 |
| Dr. Jaspreet Kaur | Asian Journal of Management Cases. | 1 |
| Meenu Gupta | Asian Journal of Management Cases | 1 |
| Aashish Garg | Gender in Management: An International Journal (Emerald, ABDC) | 1 |
| | Journal of Hospitality and Tourism Insights (Emerald, ABDC) | 2 |
| | International Social Science Journal (Wiley, ABDC) | 2 |
| Jinesh Jain | Journal of Economic and Administrative Sciences, Emerald | 5 |

PhD Completion

Dr. Marinal Gupta completed her PhD from University School of Applied management, Punjabi University under the guidance of Dr. Sarang Narula during service. The topic of her research is “Evaluation of Consumer Protection Legislations: A Comparatives study of Punjab and Haryana”.

PhD Thesis Submission

| Name | Title | University |
|---------------------|---|--------------------------------|
| Puja Jain | Examining the impact of sense of calling & self-efficacy on organizational citizenship behavior: A study of teachers in Higher Education institutions of Punjab | Punjabi University, Patiala |
| Pooja Mehta | Socially Responsible Investment Intention: An Investigation of North Indian Individual Investors | |
| Aashish Garg | Impact of Consumer Spirituality on Consumers’ environmental responsibility through materialism and conspicuous consumption | |

Enrolment for Ph.D

Following members of the faculty have enrolled themselves for PhD

| Name | Discipline | Department and University |
|----------------------|-------------------------|---|
| Vijay Chhabra | Computer Science | Computer Science Department, Punjabi University, Patiala |
| Swati Gupta | Commerce and Management | School of Management Studies, Punjabi University, Patiala |
| Prerna Ahuja | Commerce and Management | University School of Business, Chandigarh University |

PRINCIPAL DR. AJAY SHARMA AT VARIOUS PEDESTALS

Dr. Ajay Sharma is supervising two students for Ph.D. Following are the details

| Name | Discipline | Title of the Thesis | Department and University |
|-------------------|-------------------------|--|---|
| Nupur | Commerce and Management | Measuring Public Value And Digital Divide In Public e-Service Delivery System: A Study Of Select Areas Of Punjab & Haryana | University Business School, Panjab University, Chandigarh |
| Nazia Gera | Commerce and Management | Consumer Disposition Behaviour: An Empirical Investigation in Electrical and Electronic Equipment (EEE) Industry | University Business School, Panjab University, Chandigarh |

Academic Leadership Programme by ICFAI Business School

Dr. Ajay Sharma, participated in Principals/Directors Knowledge Exchange Programme organised by ICFAI Business School on 12th September 2020. The interactive agenda of the Programme was ‘Academic Leadership in the New decade of Disruption and Professional Management Education Horoscope’ as the year 2020 witnessed a lot of transformations in education and career sector across the world. The key speaker in the programme was Leader Speaker - Prof. S C Sharma, Director, IBS.

Lecture delivered in Two-week Virtual faculty development programme organised by Ministry of Human Resource Development

Dr. Ajay Sharma, Principal SACCM delivered a lecture in a two-week Virtual faculty development programme organised by Ministry of Human Resource Development on the theme ‘Learning advanced e-tools for MOOCs Development and Research’ from 1st September to 14th September, 2020. This program was organised in Collaboration with Motilal Nehru College, University of Delhi and TLC, Ramanujan College, University of Delhi.

Webinar on Professionalism at the behest of CS Profession.

Dr. Ajay Sharma, Principal, SACCM was the key speaker in Online student Conference organised by Institute of Company Secretary of India on 31st October, 2020. The interactive agenda of the Programme was ‘Professionalism at the behest of CS Profession’. The guest of Honour in this programme was CS Ashish Garg while the special invitee was CS Suresh Pandey, Chairman, NIRC. Dr. Ajay Sharma acquainted the audience regarding aspects like Professionalism, Attitudes Towards Teams, Conflict Resolution Styles, Emotional Sensitivity, Dealing with Anger, Over-thinking, and Motivation.

‘GST Fake Invoices Fraud’ Webinar

Dr. Ajay Sharma was the key speaker in the webinar organised by the IQAC and the department of Commerce and Business Management of Arya College, Ludhiana on the theme ‘GST fake invoices frauds: Issues and Challenges’ under the knowledge enhancement series on 2nd November 2020. He in his lecture gave very informative and interactive points on GST fake invoices frauds by giving real life examples and the various challenges faced by the government to overcome these types of frauds that are creating hurdles in country’s progress.

Nominated to the Academic Council of Jagat Guru Nanak Dev Punjab State Open University, Patiala

Jagat Guru Nanak Dev Punjab State Open University, Patiala which has been established by the Government of Punjab on the 550th birth anniversary of Shri Guru Nanak Dev Ji has nominated Dr. Ajay Sharma to the Academic Council for a period of two years under Section 15 (2) of the University Act. Dr. Sharma has been nominated for the said position to advice the Board of Governors of the University in respect of maintenance of standard of instructions, education and examination within the University subject to the Provisions of the Act and the Regulations of the University.

Participated in Leadership Development Programme-01 (senior level) sponsored by University Grant Commission (HRDC)

Dr. Ajay Sharma participated in a Leadership Development Programme-01 (senior level) sponsored by University Grant Commission (HRDC) from 6th January 2021 to 12th January 2021.

Resource Person in 'Use of Business Intelligence and Analytics to improve GST compliance'

Internal Quality Assurance Cell of KCW, Ludhiana organised a webinar on the theme 'Use of Business Intelligence and Analytics to improve GST compliance' wherein Dr. Ajay Sharma was invited as a resource person. In his worthy lecture, he threw light upon the fake GST scams, its governance and risk, controls, and process etc. He stated that the government will use Business Intelligence and Analytics to improve the GST network and detect the cases of mismatch and tax evasion in its bid to make it more user-friendly while simultaneously improving the compliance and enforcement. He further stated that with the help of data mining and data analytics, the CBIC will be able to identify shell companies and bogus invoices issued by these companies and block their access for authenticating e-invoices. Further, he talked about that the introduction of new tax reforms like e-invoicing which will help in determining the validity of all tax and compliance documents like e-way bills and tax returns moving forward, the GSTN expects to see a surge in the number of daily hits on the portal.

Conducted a Workshop on 'Future of jobs and Managing Self for Excellence'

Dr. Ajay Sharma conducted one day workshop on 'Future of jobs and Managing Self for Excellence' at GNE College (Autonomous), Ludhiana. This Program was part of 15 days Student Development Program sponsored by MHRD, New Delhi. More than 100 participants from MBA, M CA and M Tech participated in the same.

Lecture delivered on Driving Accessibility for Education in India

Dr. Ajay Sharma, Principal SACCM delivered a lecture in a programme organised by TYC Communication, PR Agency in Delhi on the theme 'Driving Accessibility for Education in India' on 3rd July 2021. In his words of wisdom, Dr Sharma stated that making educational institutes, an inclusive and barrier free learning space is essential to make education accessible for all, which is what Swayam has been working on since its establishment in 2000. He accentuated that to increase the accessibility of education, the government role is vital. The government should conduct audits of educational institutes to check provisioning of accessible road transports for all along with ramps and accessible toilets etc. He also stated that building awareness, especially among the youth by facilitating engaging conversations with them is the need of the hour. The session turned out to be very interactive and insightful.

Webinar on ‘Intellectual Property Rights: Issues and Challenges’

Dr. Ajay Sharma, Principal SACCM delivered a lecture in a one day webinar organised by IQAC of G.H.G Institute of law for Women, Sidhwan Khurd, Ludhiana, on the theme ‘Intellectual Property Rights: Issues and Challenges’. Dr Sharma stated that Intellectual Property (IP) protection is an essential strategy for securing a return on investment in innovation, offering IP owners a competitive edge. He highlighted the issues that are being neglected for a long time regarding the implementation part are: insufficiency of the regulations, lack of awareness and respect for IPRs and access rules, and lack of efficient application/control of these regulations. He also threw light on some of the challenges faced, like computer-related inventions, patentability of derivatives of pharmaceutical substances, patentability in the life sciences and the like faced by the patent holders in protection of intellectual property rights.

SACCM FACULTY PARTICIPATION IN VARIOUS PROGRAMMES**WEBINARS/FDP PROGRAMS ATTENDED BY MEMBERS OF THE FACULTY**

| | Webinars | FDP Programs | | Webinars | FDP Programs |
|------------------------|-----------------|---------------------|--------------------------|-----------------|---------------------|
| Ms. Monica Sethi | 18 | 3 | Dr. Manpreet Kaur | 9 | 3 |
| Ms. Marinal Gupta | 18 | 2 | Ms. Meenu Gupta | 13 | 4 |
| Mr. Jinesh Jain | 10 | 3 | Mr. Mahesh Kumar | 9 | 3 |
| Ms. Puja Jain | 9 | 2 | Ms. Esha Jain | 10 | 3 |
| Ms. Pooja Mehta | 16 | 3 | Ms. Amarjit Kaur | 21 | 3 |
| Dr. Robin Kaushal | 15 | 3 | Ms. Anupreet Kaur Bal | 14 | 3 |
| Dr. Jaspreet Kaur | 20 | 3 | Ms Prerna Ahuja | 9 | 3 |
| Ms. Suvidha Kamra | 11 | 3 | Ms. Swati Gupta | 12 | 3 |
| Mr. Sanjay Gupta | 10 | 4 | Dr.Priya Manchanda | 9 | 3 |
| Mr. Kanwaljit Singh | 10 | 4 | Dr.Dilraj | 9 | - |

| | Webinars | FDP Programs | | Webinars | FDP Programs |
|------------------|-----------------|---------------------|---------------|-----------------|---------------------|
| Dr. Meenu Goyal | 11 | 3 | Ishita Mehra | 11 | 1 |
| Ms. Sarita Arora | 13 | 3 | Veenu Verma | 10 | - |
| Dr. Leenu Narang | 12 | 3 | Richa Jain | | 3 |
| Ashish Garg | | 2 | Vijay Chhabra | 18 | 1 |

Certification Courses Completed by Members of the Faculty

| | Course Name | Duration | Organising Body |
|---------------------|--|-----------------|--|
| Sanjay Gupta | Practical Time Series Analysis | Six Weeks | COURSERA |
| | Creative Thinking | 5 days | COURSERA |
| Dr. Priya Manchanda | Equity Portfolio Management | Six Weeks | Alphabeta Inc and National Stock Exchange |
| | Digital Teaching Techniques | 5 Days | ICT Academy |
| Swati Gupta | Practical Time Series Analysis | Six Weeks | COURSERA |
| | Digital Teaching Techniques | 5 Days | ICT Academy |
| Ms. Monica Sethi | Leadership Skills | 5 Days | ICT Academy |
| Dr. Marinal Gupta | Emotional Intelligence | 5 Days | ICT Academy |
| | Digital Teaching Techniques | 6 Days | ICT Academy |
| | Revised Assessment and Accreditation Framework of NAAC for Colleges' | 7 Days | Guru Nanak Girls college, Yamunanagar |
| Mr. Vijay Chhabra | Flutter UI Design | 8 Days | ICT Academy |
| | Data Science using R | 5 Days | ICT Academy |
| Ms. Esha Jain | Creative Thinking | 5 Days | ICT Academy |
| Dr. Meenu Singla | Moral Values and Professional Ethics | 5 Days | DMS, Panipat Institute of Engineering and Technology |
| Ms. Perna Ahuja | Stress Management | 5 Days | ICT Academy |

| | Course Name | Duration | Organising Body |
|-----------------------|---------------------------------------|-----------------|------------------------|
| | Fundamentals of Digital Marketing | Self-Paced | LinkedIn |
| | Marketing in Crisis | Self-Paced | LinkedIn |
| Ms. Meenu Gupta | Process Management in Problem Solving | 5 Days | ICT Academy |
| Ms. Amarjit Kaur | Digital Teaching Techniques | 5 Days | ICT Academy |
| Ms. Anupreet Kaur Bal | Digital Teaching Techniques | 5 Days | ICT Academy |
| Ms. Richa Jain | Digital Teaching Techniques | 5 Days | ICT Academy |
| Mr. Aashish Garg | Data Science using R | 5 Days | ICT Academy |

EXTENSION LECTURES DELIVERED BY MEMBERS OF THE FACULTY

| Name | Programme Name | Institution/College |
|-------------------|---|--|
| Dr. Leenu Anand | Faculty Development Programme-sponsored by AICTE, New Delhi. | Guru Nanak Dev Engineering College, Ludhiana |
| Dr Meenu Singla | Training Session on 'Resource Management' | Maharaja Ranjit Singh Punjab Police Academy, Phillaur |
| | Contemporary issues and challenges of Human Resource Management | S.S.D Women's Institute of Technology. Bathinda |
| Dr. Jaspreet Kaur | Changing Scenario of Corporate Governance | Dashmesh Girls College, Ludhiana |
| Dr. Manpreet Kaur | Writing the Research Project | Khalsa college for women, Ludhiana |
| Mr. Sanjay Gupta | Hands-on session on Analytical Hierarchy Process (AHP). | University School of Applied Management, Punjabi University, Patiala |
| Mr. Jinesh Jain | Financial Planning | Gobindgarh Public College, Alour, Khanna |
| Dr. Marinal Gupta | Leveraging on Institutional Distinctiveness and Best practices | SD College for Woman, Moga |

REFRESHER COURSES ATTENDED BY THE MEMBERS OF THE FACULTY

| Faculty Name | Course Name | Duration | Organising Body |
|---------------------|--------------------|-----------------|--|
| Dr. Meenu Singla | Refresher Course | 13 days | UGC- HRDC, Guru Jambheshwar University of Science & Technology, Hissar |
| Dr. Robin Kaushal | Refresher Course | 15 days | HRDC Jamia Milia Islamia University, Delhi. |

ACTIVITIES BY VARIOUS SACCM CELLS/ FORUMS**ACTIVITIES BY NSS UNIT****i. Session on Positive Thinking and Personality Development**

NSS Unit of Sri Aurobindo College of Commerce and management organised a session on Positive Thinking and Personality Development on September 2, 2020, where honorable speaker Sh. Bikram Singh Rana, State Liaison Officer (N.S.S.), Chandigarh Administration, enlightened the young minds about the importance of building positive attitude and thinking. The speaker shared his life experiences with the students and inspired them to be torch bearers for the upcoming generations. He focused on the fact that one must set a goal in one's life and be a contributor to society. The session motivated students to be responsible citizens as they are the future of our nation. He further emphasized that positive thinking and attitude is quite pertinent in the phase of overall development of an individual. The session was attended by around 140 students of B Com III semester.

ii. Virtual Celebrations on Teachers' day during pandemic times

To commemorate the birth anniversary of Sh. Radhakrishnan considering the challenges of pandemic times, 'Teachers' day' was celebrated this year in a virtual form at SACCM.

iii. Session on Diet and Nutrition

The NSS Unit of Sri Aurobindo College of Commerce and Management arranged a session on the theme 'Diet and Nutrition' on September 7, 2020. 150 students of B Com Final year along with faculty members attended this session. Dr. Nancy Sahni - Dietician/Nutritionist in the department of Dietetics, PGMIER, Chandigarh was the key speaker in the session. The basic aim for holding this session was to educate our youth regarding the food intake that can help them to fight against COVID-19 and further they need to guide their family and friends also about the same. The speaker emphasised that COVID-19 outbreak has caused many

adjustments in the daily lives of people round the world, but by adopting a healthy lifestyle and by taking a proper diet during these times and shifting to home-made, nutritious food items, one can build their immunity and develop the anti-bodies in their bodies. Dr. Nancy finally concluded by saying that A healthy, "whole" food plant-based diet helps to prevent chronic disease (people at higher risk for Covid-19), people with chronic pain and people struggling with obesity

iv. A Lecture on Road Safety

The College NSS Unit organised a lecture on Road Safety under the guidance of Safety Riding Coordinator of Traffic Park Ludhiana. Addressing the students, he made them aware of means, methods and ways of ensuring road safety while driving, walking and commuting on the road, because accidents could happen not only due to mechanical failures but even with human errors. Being aware of the traffic signs, the road signs can go a long way in avoiding the accidents. Students were apprised of benefits of wearing helmet and observing all the traffic rules while commuting. A total of 65 students of B.Com 1st Semester attended the lecture.

v. NSS Unit observed the Samvidhan Diwas

The SACCM NSS Unit observed and celebrated the National Law Day (Samvidhan Diwas) on 26th November, 2020. A documentary on the making of the Constitution of India was shown to the students. The teachers apprised the students with the amazing facts about Indian Constitution. Constitution of India was adopted on 26th November, 1949 and the hon'ble members of constituent assembly appended their signatures to it on 24th January, 1950.

vi. Village Adoption by NSS Unit

The NSS Unit of Sri Aurobindo College of Commerce and Management focuses on inculcating social consciousness among the students along with imparting academic skills. To achieve this objective, college adopted two villages i.e. village Phullanwal and village Jhande w.e.f. 12th January, 2020 and 20th January, 2020 respectively. The volunteers of NSS Unit will be serving the public of the adopted villages through various social service activities. This project is focussed on harnessing the untapped potential of these villages in every department to uplift the status of the villagers living there.

vii. Commemorating the Teachings of Sri Aurobindo

Commemorating the teachings of Sri Aurobindo on his Death Anniversary (5th December), Sri Aurobindo College of Commerce and Management, Ludhiana, organised a Poster Making and Slogan Writing Competition on the theme 'Sri Aurobindo's philosophy on Integral

Education'. According to Sri Aurobindo, Integral Education helps a child to develop all facets of the personality. A total of 19 students participated in the competition. The winners for Poster making are Prerna Gupta (First position), Soyne Aatli (Second position), Komal Mankoo (Third position). The winners for Slogan Writing are Prarthna Thapar (First position), Bhavya Jain (Second position), Mehak Jhanji (Third position).

viii. Observance of Road Safety Month

NSS Unit of Sri Aurobindo College organised an Online Poster Making Competition on 06-02-2020 to mark the observance of Road Safety Month. The theme for the said competition was "Road Safety and Traffic Awareness". More than 35 students participated in the event and submitted their posters depicting traffic rules, traffic symbols and a strong message indicating the importance of Road Safety and Human Life. Navjot Kaur of B Com 3rd Semester bagged first position, Divyam Sood of BBA 1st Semester bagged second position and Soyne Aatli of B Com 3rd Semester and Khushi Arora of BBA 1st Semester bagged third position and consolation prize, respectively.

ix. COVID Vaccination Camp

Though colleges are off these days, but the passion for community service is still alive among the NSS volunteers of SACCM. The volunteers residing in Moga made an effort to participate in the COVID Vaccination Drive. NSS unit in collaboration with Mission Clean, Green and Safe Society, Moga organized a COVID Vaccination Camp for the residents of Moga on April 9, 2021. The NSS volunteers motivated and encouraged residents to enroll for this camp. Their wholehearted participation enabled to make this drive a successful one as nearly 250 people were vaccinated in this camp. The members of Mission Clean, Green and Safe Society, Moga and Principal Dr. Ajay Sharma appreciated the untiring efforts of NSS volunteers.

x. Vaccination Awareness Drive in Adopted Villages

NSS Unit of SACCM conducted a vaccination awareness drive on 12th April, 2021 in the two adopted villages, namely, village Phullanwal and village Jhande. Total 14 Volunteers participated in the drive. The NSS Volunteers interacted with the residents of the two villages and made them aware about the benefits of getting vaccinated. The volunteers tried to break several myths and removed various dilemmas in villagers' minds regarding vaccination. To spread the awareness, volunteers carried various posters depicting the benefits of vaccination.

They also guided the villagers about various centers from where they can get the dose of vaccination. While conducting the awareness drive, the volunteers themselves followed all the precautions issued by health officials. The drive was an effort to create awareness about vaccination to fight Covid-19.

xi. World Environment Day Celebrations

To continue with the practice of celebrating World Environment Day every year, this year the SACCM NSS volunteers used digital platform to create awareness about environmental protection. The theme for the World Environment Day 2021 was 'Ecosystem Restoration' and SACCMites made a video showing the importance of protecting environment and how we can restore our ecosystem. In this video, they showcased how planting of trees, replacing plastic bags with recycled paper bags or jute bags, carpool and use of bicycles, using paper less communication can be helpful in restoring the depleting ecosystem. Volunteers not only tried to inspire the minds of the common people but also made them understand that looking at the deteriorating condition of the earth, if quick and appropriate steps are not taken to rescue our planet, the ultimate sufferers will be us the inhabitants ourselves. The NSS volunteers gave a strong message that being a responsible citizen everyone must do their bit and this small effort of each human on this earth will surely help to reset our relationship with the environment and we will be able to protect our earth and its ecosystem. Principal Dr. Ajay Sharma appreciated the efforts of volunteers for playing the role of responsible citizens and motivated them to keep up the good work.

SACCM ALUMNI ASSOCIATION

i. Virtual Alumni Meet

SACCM Alumni Association organised a 'Virtual Alumni Meet' for the batches 2014-17, 2015-18, and 2016-19 on 5th July, 2020. Attended by alumni in high spirits, the session was planned and conducted to lighten and brighten the moods of SACCM pass-outs during the current stressful situation of the Covid-19 pandemic. Not letting the pandemic deter us from revisiting those long-gone days, this virtual reunion brought a perfect opportunity to reconnect with old friends and teachers. Mr. Sahil Vedoliyaa, an anchor and a Bollywood/Pollywood actor, kept the audience engrossed with games and little anecdotes. Small talk with friends and teachers about their best moments and fun stories brought back old memories. Poem recitation,

singing, and bhangra presented by a few volunteers didn't let the enthusiasm dampen at any point of time.

ii. SACCM Alumni Association collaborates with Almashine Technologies

The SACCM Alumni Association entered into an agreement with AlmaShine Technologies Pvt. Ltd., which would provide a platform to build strong alumni relations, boost alumni database, alumni engagement, alumni fundraising, and alumni reunion. This online platform will also help in organising virtual meets and mentoring programs. AlmaShine App was also available for alumni to ease out the registration process and provide notification for various events organised by the college.

iii. Sketch/ Painting/ Poster Making Contest on Covid-19 Theme

Alumni events are the ways of connecting the Alumni with the college and with each other. Under the guidance of Dr. Sushil Kumar (Director Education), and Dr. Ajay Sharma (Principal), the Alumni Association of SACCM organized a sketch/painting/poster making contest 22.04.2020. The theme of the above said contest was COVID-19. The main aim behind choosing this topic was to create awareness among the alumni about this pandemic along with providing a platform to showcase their talent. Many of the enthusiastic ex-students sent their pieces of art. All the participating alumni were awarded with e-certificates. Students who bagged positions included Harmanjeet Singh and Shivam Narula.

iv. Webinar on Cyber Security and Data Protection

SACCM Alumni Association organized a webinar on 'Cyber Security and Data Protection' on 20th November, 2020. Attended by more than 450 participants, the webinar was conducted by Mr. Arun Soni, Director TCCS, Certified Ethical Hacker, Cyber Security Trainer and an international author who has written more than 150 books on computer education and cyber security and also a Limca Book of Records Holder. Mr. Arun talked about rising cyber-crime cases and lack of awareness on the part of common people about reporting them. He discussed how our digital identity could be hacked so easily and be used in a malicious way. After throwing light on the vulnerability people face in terms of their private affairs going public, he discussed numerous tips to help us protect ourselves. In a very descriptive manner, he talked about how passwords can be protected, how our social media handles can be kept safe, how to

protect our financial details and much more. Lastly, he focused on the importance of knowing the platforms we can use to protect our digital data and means to report a cyber-crime.

v. My Story- Successful Start-up Founder

Alumni Association and Entrepreneurship and Innovation Cell organized a webinar on ‘My Story-Successful Start-up Founder’. Mr. Milind Kwatra, CEO and Founder of HUMhain Services addressed B.COM and BBA first-year students. Mr. Milind had a very interactive session whereby he inspired students to lead successful lives. He talked about the constant rate of change. In the wake of constant rate of change in society and all spheres of life, he emphasized on the role of learning new skills, additional learning apart from education, communication, experimenting, exploring, grooming, and managing oneself. He asked the students to be focused, goal-oriented, invest in creating reasons for being happy. Furthermore, he acquainted the students with the importance of sharing happiness, problems, anxiety issues with others. Principal Dr. Ajay Sharma appreciated the speaker for sharing practical insights from his real-life journey and inspiring the youngsters with his motivating discourse.

vi. Alumni Association organized ‘Alumni Meet’ for its distinguished Alumni

SACCM Alumni Association and Sri Aurobindo College of Commerce and Management organized an ‘Alumni Meet’, following all the Covid guidelines, for its distinguished Alumni on 13th March, 2021 at ‘Playback by TBK’, Sarabha Nagar, Ludhiana. The founder Principal Dr Prem Kumar was invited as the Guest of Honour for the event. A total of around 50 proud alumni joined the event. The meet was organized with a view to strengthen alumni association by interacting with the alumni, planning future events and taking alumni feedback. The event was stimulating and enjoyable and simultaneously profitable as all members shared their views and good numbers of new ideas, information and insights came up.

vii. Webinar on Successful Strategy for Cracking IPS Exams

The Alumni Association organized a webinar on ‘Cracking IPS: The Success Strategy’ for the students of B.Com Second and Final year on 14th May, 2021. The resource person for the session was Mr. Raghav Jain, a distinguished alumnus of the SACCM, an IPS officer of the 2020 batch, Gujarat Cadre. Mr. Sumit Sharma, another SACCM alumnus, moderated the session. Mr. Raghav Jain emphasized various strategies applied by him to crack the Civil

Services Exam and the steps that guided him all the way on his journey to become an IPS Officer and made his dream come true. Further, he advised the IPS aspirants to prepare themselves for challenging roles in future devoid of many comforts and luxuries of life. Further he shared that passion towards one's goal, risk-taking ability, patience throughout the journey and always having a positive mindset were the four key mantras that helped him a lot. Around 100 students attended the webinar which was concluded by a questions and answers round.

viii. ALUMNI ACHIEVEMENTS

SACCM Alumni made their Almamater proud by their achievements in different fields.

A few of the distinguished ones are as follows:

| Alumni's Name | Batch | Achievement |
|----------------------|--------------|---|
| Shikha Malhotra | 2008-11 | Completed MBA Finance (2013). She has also cleared JAIIB and CAIIB exams in banking and is a Scale-2 Manager (IRMD) at Punjab National Bank, a well-known PSU with 6 years of experience in retail banking and internal risk management division. |
| Tushar Goyal | 2013-16 | Cleared CS Professional exams and owns and operates Uprise Advisory, a financial advisory firm, in Ludhiana |
| Anshika Vijh | 2013-16 | Cleared CA Final (November 2020). She is a Partner at Koul Vijh Associates, a well-known Chartered Accountancy firm |
| Manpriya Puri | 2015-18 | Cleared CS Professional exams (June 2019) and is currently an associate member of ICSI. She aspires to pursue her job as leading professional in Corporate Sector. |
| Naval Garg | 2016-19 | Cleared CMA Final exams (December,2020) in his first attempt by winning All India 14th rank and 1st rank in the Northern India |
| Nishtha Kapoor | 2016-19 | Cleared CS Final exams (December, 2020) in her first attempt |

SHAPE THE MIND PROGRAMME

i. An Interactive Session by Prof. Kunwer Rajeev

Under 'Shape the mind programme' an interactive session was organised for the students of B. Com and BBA first year on 18th December, 2020. The resource person for the session was Mr. Kunwer Rajeev, a Human Memory Specialist having his name registered in India Book of Records, Limca Book of Records, Golden Book of World Records, India Star Book of Records, Geniuses Book of Records, Exclusive World Records and Assam Book of Records etc. He is working as Associate professor in the department of Physics at Jalandhar, Punjab. Mr Rajeev advised the students to always engage in a self-talk, stay positive for long, dream big, realise their dreams, and control one's beliefs and words. He shared that dreams give you a reason to keep working. He also shared a few anecdotes to supplement the lessons he taught. While suggesting few good books to read like Biology of belief by Bruce Lipton and Moonwalking with Einstein by Joshua Foer, he motivated audience to adopt in life whatever they read. 222 participants attended the session.

ii. Session on Image Management: Art and Science of First Impression

The College organised an interactive session on the topic 'Image Management: Art and Science of First Impression' under 'Shape the mind programme' for the students of B.Com and BBA first and third semester. The resource person for the session was Ms. Harpreet Gill, Ex-Assistant Professor, Narsee Monjee Institute of Management Studies, and a soft skills trainer. The session was attended by 294 participants. Dr. Ajay Sharma, Principal of the college, formally welcomed the resource person and highlighted the rationale of holding session on the chosen theme. The resource person made the students understand the importance of and repercussions once first impressions are formed. Further, she guided the students to work on four elements: clothing, grooming, body language including etiquette and vocal communication of science of first impressions and art of manoeuvring them. Though she emphasised on importance of non-verbal communication and advised the students to have a positive self-image, she also gave tips to be a good conversationalist. While concluding the session she counselled the students to conduct their SWOT analysis by sharing with them specific questions under each head.

iii. Interactive session on ‘Art of Public Speaking’

Sri Aurobindo college of Commerce and Management organised an interactive session under ‘Shape the mind programme’ for the students of B.Com. and BBA second, fourth and sixth semester on 20th May, 2021. Dr. Vikas Arora, Director, Sunshine Group of Institutions, Rajkot, Gujarat and a motivational speaker spoke on the theme ‘Art of public speaking’. Dr. Ajay Sharma, Principal of the college formally welcomed the resource person and Alish Jain, the student coordinator, introduced the speaker. The speaker shared various tips on the theme based on his vast experience and wonderfully connected with the audience by sharing meaningful couplets and life examples of great personalities like Swami Vivekanand. He instilled confidence in the audience and repetitively assured that everyone can learn the art of public speaking. He creatively showcased the use of voice intonation and guided the students that for effective public speaking they should plan, prepare and practice their speech and in addition to it make a conscious use of sense of humor, stick to a smiling disposition throughout and be cautious of their body language at the same time. Principal, Dr Ajay Sharma expressed gratitude to the speaker for providing such simple yet effective suggestions for honing their speaking skills. A total of 211 participants attended the wonderful session.

SACCM WOMEN DEVELOPMENT CELL

i. Lecture on Health Issues and Healthy Life Style

The Women Development Cell of College organized a lecture on “Health Issues and Healthy Lifestyle” for students of B. Com 3rd semester on 6th November, 2020 for girl students and female staff. A renowned consultant in gynaecology and obstetrics, Dr. Vandana Mittal Singla from Mohali conducted the session. She started the session emphasizing the importance of health in women life. She created awareness about common health issues faced by women together with their symptoms and suggested preventive measures as well. She elaborated importance of healthy lifestyle and steps to achieve it. At the end of the session, queries of the students were taken up by the resource person to their satisfaction.

ii. Lecture on Aging Gracefully for Female College Staff

The SACCM Women Development Cell organized a lecture on “Aging gracefully” for female faculty on 13th February, 2021. A renowned Gynaecologist Dr. Gitanjali, Pal Hospital, Ludhiana conducted the session. She started the session explaining various aspects of aging

gracefully. She created awareness about menopause in her lecture. She elaborated that self-management techniques, calcium content in food, nutritional supplements are the ways of leading healthy lifestyle for the women. Dr Gitanjali also discussed about various supplements required for the body and how to maintain bone health. She also emphasized on the role of yoga, meditation, habit of drinking plenty of water to remain fit and healthy.

iii. Celebration of International Women's Day

Sri Aurobindo College of Commerce and Management celebrated the International Women's Day on 8th March, 2021 by organising a lecture on 'Women Empowerment'. A renowned Psychologist, Dr. Param Saini steered the session. Dr. Ajay Sharma, Principal of the college formally welcomed the resource person. Dr. Param Saini started the session by discussing about the theme of year 2021 International Women's Day which was 'Choose to Challenge'. She highlighted on the importance of accepting ourselves and challenging ourselves on a daily basis. She mentioned that change comes from within, and that self-confidence is the key to bringing about that change. She said that it is important that women work hard on themselves and keep on polishing their gifts. She answered the queries posed by the audience as well and kept engaging them throughout the session through interaction.

THE MEDITATION CELL

The Meditation Cell of Sri Aurobindo College of Commerce and Management organised a session on 'Mantras for Excellence' for the students of BCom and BBA first year on 22nd December, 2020. The resource person for the session was Mr. Sanchit Jain, Faculty in Art of Living, a certified Corporate Trainer, Life Coach and Mind Skills Trainer. The session was attended by 200 participants. After a formal welcome by Principal, Dr. Ajay Sharma, Mr. Sanchit Jain in his engaging talk, discussed about the value of living in the present, incorporating good decision-making abilities, observing the mind and living in high vibrations. He also conducted a meditation exercise to make the students experience the relaxation of mind and how can it contribute to sound health of the mind leading to a sound body. The activity was followed by question and answers round.

CAREER GUIDANCE AND PLACEMENT CELL**i. Career Counselling for Preparation of Competitive Examination**

Career Guidance and Placement Cell of SACCM in collaboration with DBEE Ludhiana organised a lecture on 24th November, 2020 for the students of B Com and BBA 3rd Semester with an objective to apprise students about the facilities provided by DBEE, benefits of registering on PGRKAM portal, competitive exams and placement options after COVID-19. Dr. Nidhi Singhi, Career Counsellor with DBEE Ludhiana conducted the session and shared valuable inputs with students. A total of 160 students attended the insightful and informative session.

ii. Careers in VUCA

Career Guidance and Placement Cell in collaboration with Jaipuria Institute of Management organised a lecture for the students of B Com 5th Semester on the topic- 'Careers in VUCA' with an objective to train the students in various skills so as to compete in complex, volatile, uncertain and ambiguous world. Dr. Abhijit Nair facilitated the session and appraised the students regarding their career choices. Dr. Nair educated the students about the complexities of the industry world and guided them to choose the careers beyond conventional choices. Quoting the examples from the volatile corporate world, he shared a number of unconventional career options and motivated the students to make wise career choices. Students got awareness about future career options in a capsule form in this short but comprehensive session.

iii. A Handshake with CAT

Career Guidance and Placement Cell of SACCM in collaboration with IMS, Ludhiana organised a lecture on 7th November, 2020 for the students of BCom 3rd Semester on the topic 'A handshake with CAT' in order to make them conscious of choices they make and develop a capability to self-introspect and make a calculative and informed decision to pursue CAT. Quant. Trainer Mr. Rahul Jain and Verbal Trainer Mr. Rohit Nayak interacted with the students and appraised them about intricacies of CAT- Competitive Examination. The students were tutored about the CAT exam pattern and various categories of questions usually asked in examination. Faculty coordinators also discussed a few sample questions for more clarity. A total of 120 students attended the session.

iv. Session on Vedic Maths and Pattern of Competitive Exams

CGPC held a lecture on ‘Vedic Maths and Pattern of Competitive Exams’ in collaboration with Bulls Eye Ludhiana on 23rd December, 2020. Ms. Preeti Kapoor conducted the session for the students of B.Com III Sem & BBA III Sem . Lecture started with an introduction to the concept of Vedic Maths. With her distinctive experience in dealing with numbers, she made the otherwise complex looking numbers look extremely easy, interesting and fascinating. She shared various vedic mathematics techniques to easily solve square roots, cube roots, multiplication functions instantly within seconds. Students were thrilled to know about such shortcuts and learn how can one perform such large and complex calculations effortlessly with time saving techniques. It was an enjoyable as well as a skill building activity for the students.

v. Session on Preparation for Civil Services: Do’s and Don’ts

Career Guidance and Placement Cell in collaboration with Sankalp organization organized an online lecture on the topic ‘How to Prepare for Civil Services- Do’s and Don’ts by Dr. Shikha Sharma, IRS Officer (Income Tax) on 30th January 2021. In a very interesting way, Dr. Shikha shared different mantras to prepare and crack the Civil Services exam. Highlighting the role of studying smartly with courage, determination, self-belief, she stressed on taking full family support while preparing for the exam so that cracking civil services becomes an achievable target. Further, she acquainted the students with the books and newspapers to be referred for comprehensive preparation The informative session was organised for the students of B.com and BBA 1st and 3rd semester. Session was attended by 240 students.

vi. How to Crack Civil Services Exam in the First Attempt

Sri Aurobindo College of Commerce and Management (SACCM), Ludhiana, organized a training session on the ‘How to Crack Civil Services Exam in the First Attempt’ on 24th April, 2021 for the students of B.Com & BBA 4th and 6th Semester under the able stewardship of Dr. Ajay Sharma, Principal. Dr. Madhur M. Mahajan, Academic, Author, and Civil Service Trainer; Mr. Munish Kumar, Director Eduphore, IAS; Mr. Raj Thakur, Coordinator Eduphore, IAS were the e-Resource persons. The expert speakers gave many useful tips and tricks to clear civil services exams. This lecture was a perfect opportunity for the virtual audience of more than 130 students to learn about an array of challenges faced by candidates in clearing civil services exams. Dr Mahajan stated that the first attempt for qualifying civil exams is the most

crucial of all as a candidate is full of enthusiasm at that time. He advised the participants to focus on strategies like Mains oriented preparation, choosing the right optional subject, revisiting the syllabus and previous year question bank, preparing notes in effective way, reading of newspapers, practice answer writing etc. He stressed that hard-work, consistency, and self-motivation are the keys in clearing the civil services exams. He also emphasized on the role of staying upto date with what is going around in the world as current affairs is not a separate subject area to be covered but is an integral part of the UPSC syllabus. The session laid a perfect foundation for the starters planning to start civil exams preparations.

vii. Skill Building session on ‘Introduction to Stock Market Trading’

Career Guidance & Placement Cell organized a webinar in collaboration with Rayat Bahara University on the topic 'Introduction to Stock Market Trading' on 12th May, 2021. For this, the eminent resource person, Mr. Pankaj Puri having 15 years of experience as a Corporate Trainer, Marketing, Branding and Business Development who is also a Certified Stock Market Trading & Investment Professional from Sharekhan. Mr. Puri started his lecture with the basic terminologies of stock market and explained students every detail of the procedures involved in the buying and selling of stocks. He discussed about the differences between Investing and Trading, informed students about the applications like Zerodha and Sharekhan which help in trading and provides brokerage services and provided awareness about bullish and bearish markets. Mr. Pankaj also gave a demonstration of live trading and suggested that regular monitoring of the market trends and updates and doing regular trading can surely help a person in making good profits with experience. The enriching virtual session was attended by 120 students of B Com 4th and 6th semester.

viii. Session on ‘How to Build your Profile for MBA during Graduation’

Career Guidance and Placement Cell in collaboration with Bulls Eye Ludhiana organised a lecture for the students of BCom 1st and BBA 1st Semester on the topic ‘How to build your profile for MBA during graduation’. Mr Pranav Chauhan, a proud alumnus of FORE School of Management, New Delhi and MIT, Pune conducted the session. With his extensive experience of working with top MNC’S as financial analyst, he counselled the students to start building up their profiles by taking active participation in extracurricular activities,

collaborating with NGOs for conducting various activities and becoming member of various organizing committees in college events. At the same time, he stressed on keeping an equal focus on academics and curriculum-based learning as well. The session was indeed very fruitful and interactive. About 110 students reaped the benefits of learning through the life experiences of a distinct achiever.

ix. Session on ‘Enhancing the Employability Skills’

On April 20th, 2021, SACCM in collaboration with GNIMT, Ludhiana organized a virtual lecture on the topic ‘Enhancing the employability skills’ with an objective to infuse students with a capability to get employed in the Covid and Post-Covid Era. Prominent resource persons for the session were: Er. Shilpa Miglani Narang and Dr. Inderpreet Kaur from GNIMT, Ludhiana. Initiating the webinar, Er. Shilpa Miglani Narang discussed about the essential traits and qualities of a good leader thereby laying a perfect foundation for the talk. She discussed the role of communication in today’s competitive world and the essence of communication skills for the career. Further, Dr. Inderpreet Kaur while speaking about the role of communication to boost employability skills stressed on the role of non-verbal communication in everyone’s life. The discourse was followed by a query session wherein more than 100 participants got their doubts addressed.

ENTREPRENEURSHIP AND INNOVATION CELL

i. Inauguration & Induction of The Entrepreneurship and Incubation Cell (E-Cell)

The Entrepreneurship and Incubation Cell (E-Cell) of Sri Aurobindo College of Commerce and Management, which was established under the mentorship of IIT, Ropar, organized a virtual induction session for its students. The E-Cell had its inauguration ceremony wherein the key speakers for the session were Mr. J.K. Sharma (CEO, Technology Business Incubator Foundation, IIT Ropar), Mr. Harvinder Solanki (President, E-Cell, IIT Ropar), Mr. Jitendra Shukla (Executive, Media & Publicity Department, E-Cell, IIT Ropar). They acquainted the students with benefits, working, structure & activities of an Incubation & E-Cell. Dr. Ajay Sharma, Principal, SACCM, gave an overview of the Cell and motivated the students to participate in order to enhance their entrepreneurial skills. Mr. J.K. Sharma (CEO, Technology Business Incubator Foundation, IIT Ropar) explained the students about functioning of an Incubator as well. The induction was organized by the SACCM E-Cell team, comprising of

Prof. Mahesh Kumar and students Bhuvesh Gupta and Aashray Jain. The session was attended by 301 students from B.Com. & BBA (1st & 3rd Semester). Overall, it was quite an insightful and stimulating session for the aspiring entrepreneurs that certainly opened paths for the young minds.

ii. Virtual Session on ‘Innovation in Digital Age’

The SACCM Entrepreneurship and Innovation Cell organized a virtual session on ‘Innovation in Digital Age’ for developing and nurturing entrepreneurial culture in the college and to provide the talented young minds with a platform to concretize their enterprising ideas. The eminent resource persons for this session comprised Prof Dr Raju Chandrasekar, ex advisor to UN Chancellor Emeritus, Uganda; Mr. Prem Ojha, Group CEO, Fastway Transmissions Pvt Ltd & Netplus Broadband Services Pvt Ltd; Mr. Aman Sharma, Managing Director, ITFT Education Group, India; and Mr. SK Sharma, Principal Consultant, SKS Avenues. Prof Chandrasekar talked about disruption through innovation and need of digital age in extant world. He emphasized that students should focus more on practice-oriented programs than degree-oriented ones. Further, Mr. Ojha while discussing about relevance of innovation highlighted that innovation needs to be cost effective, inclusive, and disruptive. Mr. Aman Sharma while talking about various government-initiated programs for fostering entrepreneurship urged the students to understand the difference between employment and entrepreneurship, and to opt for entrepreneurship as career. Mr. S K Sharma stressed on working on three areas of innovative organizational strategies namely research and development, product & processes, and business modelling. Dr Ajay Sharma, Principal, SACCM expressed his gratitude to revered speakers for exhorting the students to come out of orthodox ways of continuing with the business and opt for innovative and application-oriented ways. The discourse was followed by a query session where students’ doubts were addressed. This virtual session was attended by more than 350 participants.

iii. Lecture on ‘Judo Strategy’

On April 28th, 2021, the SACCM Incubation Cell organized a virtual lecture on the topic ‘Judo Strategy’ to help students apply Judo Strategy in their lives. The resource person, Dr Nakul Parameswara, Assistant Professor, Strategic Management Area, Institute of Rural Management Anand, Gujrat, explained the concept with many examples and anecdotal

practical evidence. Judo Strategy is quite an established domain in the realm of Strategic Management that is gaining significance in the highly competitive environment of 21st century. The lecture was very informative wherein many interesting facts and real-life examples were used to explain the theme. It gave a profound understanding of Judo strategy as to how the young entrepreneurs should implement it in real life. Overall, it was quite an interactive and a very productive session for more than 100 students who participated the session.

CO-CURRICULUM ACTIVITIES

INDEPENDENT THINKING EXERCISE (ITE)

i. ITE Induction Session

The College organized a virtual induction session of Independent Thinking Exercise ON 30th October, 2021 to acquaint the students with the structure. Dr. Ajay Sharma, Principal, gave an overview of the activity and motivated the students to participate in order to enhance their thinking and speaking skills. Aashray Jain, one of the finalists of the last year's event, explained the rules and structure of the activity to all the students with a power point presentation. Afterwards, Ms. Sanjana Sankhyan, another finalist from the last year, shared her past experience about the activity with the audience. The session was attended by 118 students at college.

ii. Grand Finale of Independent Thinking Exercise

The Grand Finale Event of Independent Thinking Exercise was conducted on 28th April, 2021. The activity, which is the brain child of Sh. S. P. Oswal, Chairman of the college, aims to motivate students to think independently and express their opinions on various social and national issues with logic and conviction. In this exercise, students have to cross successive levels of difficulty and make their place for finals. The participants expounded their views on the topic "Is work life balance a myth?" during the contest. Principal, Dr. Ajay Sharma appreciated the participants, and congratulated Aashray Jain (B. Com IV C), Aadvik Thapar (B. Com IV B), Harmanbeer Singh Waraich (B. Com VI A) who were adjudged as Best Independent Thinkers.

BRITISH PARLIAMENTARY DEBATE (BPD)**i. BPD Induction Session**

To acquaint the students with the structure of British Parliamentary Debate, an induction lecture was held on 02.11.2020. British Parliamentary Debate is a platform for young minds to cross swords with their counter parts, foster healthy contentions and learn to appreciate flow of diverse ideas and opinions. Dr. Dilraj Kaur, the coordinator gave an overview of the activity. Harmanbeer Singh and Vridhi Jain, B.Com Final year students, explained the rules and structure of the activity to all the students with the help of a power point presentation and shared their respective experiences. Dr. Ajay Sharma, Principal motivated the students to enhance their reasoning, analytical and leadership skills by participating in such an activity.

ii. Finale of British Parliamentary Debate

Sri Aurobindo College of Commerce and Management hosted the finale of British Parliamentary Debate for the session 2020-21 on 7th June, 2021. BPD is a platform for young minds to cross swords with their counter parts, foster healthy contentions and learn to appreciate diverse flow of ideas and opinions. The participating students exhibited their intellectual prowess by presenting their opinions on the topic that ‘The House Believes that De-globalization is the New World Order’. Principal Dr Ajay Sharma along with the event coordinator Prof Esha Jain and Prof Dilraj Kaur motivated the students to put up a great show. The judgement panel gave the judgment in favour of the team of fourth semester students comprising Aashray Jain, Aadvik Thapar, Manvi Saini and Sanjana Sankhyan.

5th EDITION OF INTRA MUN

The College organized Induction programme virtually on 7th November, 2020 for the 5th Edition of Intra MUN. As many as 85 students participated in the programme. The aim of the programme was to announce the Intra MUN agenda to the participating students. The Agenda for the Indian Committee (AIPPM) was decided to be ‘the roadmap to ensure safety and empowerment of women in India through social and legal reforms with emphasis on gender equality’ while for international committee (UNSC) it was ‘Emerging global tensions over territorial disputes and future roadmap of peace building’. In addition to it, students were acquainted with the structure and norms regarding the conduct of the Intra MUN 2020. The programme promised to be very interactive and informative.

SACCM RANGMANCH SOCIETY

The Rangmanch Society of college presented a show named 'JUST-A-MINUTE' on November 10, 2020. The society is a powerful educational platform which attempts to boost students' confidence and interest by showcasing the harsh realities of the society through students performances demonstrating their acting skills. Due to pandemic, the entries of the participants were received online. The participants exhibited their performance with great enthusiasm and zeal. Kiran Mittal of B.Com V semester bagged the first position and Ishant Gaba of B.Com III semester got the second position.

EXTENSION OF TEACHING THROUGH INTRA COLLEGE SUBJECT QUIZ

The Academic Quiz, is being organized regularly since 2011-12 and is based on the innovative teaching practices adopted from Hull University, UK. The unique teaching pedagogy aims at providing the students with a platform to exhibit their problem solving and analytical skills rather than sticking only to rote learning and memorising of the concepts only. The College organised the **Preliminary Round of Intra College Subject Quiz** for B.COM and B.B.A 1st, 3rd and 5th semester classes on November 23rd, 2020. The Top 10 scorers of Preliminary Round (shortlisted based on maximum scores obtained in the least time) were eligible to participate in Final Round. The winners of Preliminary Round participated in the Final Quiz Round that comprised questions based on Higher Order Thinking Skills (HOTS). The Final Round of Intra College Subject Quiz for B.Com and BBA I, II and III Semester students respectively was organised on 10th, 11th and 12th December, 2020 through the virtual platform of Microsoft Teams. Vanshika Garg, Stuti Jain and Ritik Thaman bagged 1st position in BBA 1st, 3rd and 5th semester Quiz rounds and Aryan Sharma, Harshita Arora and Archita bagged 1st position in Bcom 1st, 2nd and 3rd Semester Quiz rounds. Ashneet Kaur, Aseem, Raghav Khurana, Yashika Ahuja, Sejal Singla, Navya Sharma, Jagveer Singh Sethi, Aayushi Jain, Gauri Manchanda, Divyam Sood and Tarushi Monga were the Runners up. The three-day long Quiz sessions turned out to be a fruitful and knowledge enriching exercise for all the students who fought with a fairly competitive spirit. SACCM students have proved the fact that they don't need to completely reinvent the wheel; they can just rearrange it and make it move, as they conveniently adjusted themselves to the virtual mode of quiz this year and still performed well. Congratulating the winners, Principal, Dr Ajay Sharma stated that Quizzes are

quick learning tools and being part of such events creates a sense of camaraderie and confidence building in a big way.

SACCM YOUNG ENTREPRENEURSHIP NETWORK

Session on ‘How to start a New Venture’

The SACCM young entrepreneurship network organized session on the theme ‘How to start a New Venture’ on 12th April, 2021 in collaboration with the E-cell for the students enrolled under Incubation Centre and the students of B Com Ist Semester. Ms Tania Bedi, an alumna of the College conducted the virtual session. More than 100 students participated in the interactive session. This lecture brought a perfect opportunity for the virtual audience to learn about an array of challenges faced by individuals while starting a new venture as shared by Ms Bedi through her personal experience. She also highlighted on the challenges faced by individuals in starting business specifically during Covid pandemic times. She shared her profound knowledge in providing solution for the same by explaining the strategies to be adopted to capture the market share in an emerging market like India using digital platforms like Instagram etc.

MENTOR-MENTORSHIP PROGRAMME

To strengthen the Mentor-Mentee System, sessions were organised through virtual mode to identify and resolve the issues of the students pertaining to academic and non-academic matters. For ensuring effective and result oriented student mentoring system a group of 35-40 students were assigned to every member of the faculty. Every week a meeting was being held for a small group of students (approx. 10 students in each schedule) from among the assigned students. This was done to keep progressing on the path of student centric method of learning in which the role of teacher is restricted to not only to that of a facilitator but also of a mentor.

NEW ADDITIONS TO THE COLLEGE INFRASTRUCTURE

i. Introduction of Comprehensive Online Platform Microsoft Team and other e-infrastructureal aids

The widespread growth of Covid-19 forced complete closure of colleges and universities around the globe, the world was in the middle of learning crisis that threatened the efforts to build human capital. But with the vision to provide a learning opportunity and not deprive any

student, SACCM took the initiative and made the teaching-learning process more effective by shifting from offline to online mode through the software Microsoft Teams. Going a step ahead to improve the teaching-learning process, the college subscribed for it to have a unified communication and collaborative platform that combines persistent workplace chat, video meetings, file storage, and application integration. Microsoft Teams enables teachers and students to connect over video-enabled remote classrooms, offering a host of interactive and collaborative tools on one platform. Using Microsoft Teams, the students have access to the recorded lectures delivered by the members of the faculty. In addition, the members of the faculty are given access to original and licensed applications like Office, Forms, OneNote, Planners, Stream, Polls etc which are different aspects of the Office 365 toolset. The college created virtual classrooms through Microsoft Teams, for live interaction with its students. Apart from delivery of live interactive lectures the college also successfully conducted 'Mid Semester Tests' and 'Intra Section Subject Quiz' through this virtual platform, in which around 850 students participated. The entire examination process from setting and circulation of question papers to the evaluation of the submitted answers was done using the Microsoft Teams platform.

Realizing the need of providing adequate digital infrastructure for effective delivery of the curriculum, the College has purchased laptops with latest trends and technology with i5 Processors, digitizers, mics with noise cancellation feature, and webcams for every member of the faculty. For ensuring effective conduct of classes, prerequisite was to enhance the internet leased line (ILL) bandwidth. To this, internet bandwidth has been increased from 20 mbps to 60 mbps.

ii. Launching of A New Responsive Website www.saccm.in

The College launched a new responsive website: www.saccm.in. The newly designed college site is a complete redesign, now including mobile responsiveness for phones and tablets, long scroll pages for added content without additional clicks, social media integration, and enhanced navigation to better inform students and the community about the College. The design was based on input from key users including students, parents, businesses, organizations, alumni, donors, event goers, arts enthusiasts, media, and employees. It has many built in functionalities which will be of utmost utility for the students and educational

institutes. It has integration with social media platforms like YouTube, Facebook, LinkedIn etc.as well.

iii. Upgradation of Library Resources

SACCM library is the nucleus of the college as it contains all the critical and updated resources related to academics and non-academics that make learning possible—books, journals, workstations, printers, etc. as well as skilled specialists who persistently helps the students navigate a research topic. A total of 5034 books are there in the stock in Library for the reference of students and Faculty. In addition to this, 36 Journals and Magazines have been subscribed for. Further, the College has also subscribed for 10 Newspapers. To increase the knowledge resources, the College has also taken the membership of British library which is a renowned knowledge hub.

SACCM Library assists researchers by providing online environments for faculty members to collaborate from a distance. To meet this end, the College spends a large percentage of its budget on databases and other online services that the community needs. The College has subscribed for 6,150 electronic journals and 31,64,309 electronic books under the N-LIST Programme. By providing access to online resources like e-books, journals, etc for reference, it has now perfectly positioned to assist faculty in the teaching-learning as well as their research endeavours.

iv. Completion of First Phase of Split Air-Conditioners in Classrooms

The first phase of installation of Split Air-conditioners in classrooms has been completed. The second phase will comprise of installation of Split Air conditioners in library, Administration room and Faculty offices. To supply electrical establishments like panel, generator, transformers etc. had already been installed. A budget has been earmarked for replacing window glasses with reflective glass, providing films and retractable sunshades at sun facing rooms under Phase One.

CULTURAL CELEBRATIONS AT SACCM

a. India's 74th Independence Day and 148th birth anniversary of Sri Aurobindo Celebrated

The College organised an online celebration of India's 74th Independence Day and 148th birth anniversary of Sri Aurobindo Ghose. Dr. Ramesh Bijlani, an Indian writer, medical scientist, retired professor of physiology and an inspirational speaker, was a special invitee for the occasion. Addressing the audience, Dr. Bijlani proclaimed Sri Aurobindo as a rational, radical, revolutionary, and visionary prophet. The eminent speaker reiterated three main points about his life and teachings: Life affirmation, Evolution, and the Futuristic Vision. The freedom fighters, the torch bearers of India's freedom struggle, were also given tributes on momentous occasion of country's independence day. The celebration concluded with National Anthem.

b. Teachers' day Celebrations in College

To mark the birth anniversary of Sh. Radhakrishnan during pandemic time, 'Teachers' day' was celebrated this year in a virtual form at SACCM. Principal Dr. Ajay Sharma motivated the faculty to build themselves as inspiring model for the students, and he also appreciated the unique efforts of teachers in the uncertain and tough times. Students sent videos expressing their gratitude for their teachers and they also recognised the efforts of the teachers-the other community of corona warriors to provide education to them in such difficult times. Teachers thanked the students for their lovely gesture and felt the void created due to students' physical absence particularly on their special day.

c. College Observed 70th death anniversary of Sri Aurobindo

Sri Aurobindo College of Commerce and Management observed the 70th death anniversary of the Indian sage and seer, Sri Aurobindo on December 5, 2020. Dr. Ajay Sharma, the Principal paid the floral obeisance to the lord Sri Aurobindo. After Saraswati Vandana, Dr. Ajay Sharma acquainted the audience with the life of Sri Aurobindo. He said, "Sri Aurobindo was an Indian nationalist but is best known for his philosophy on human evolution and Integral Yoga. The teaching of Sri Aurobindo starts from that of the ancient sages of India that behind the appearances of the universe there is the Reality of a Being and Consciousness, a Self of all things, one and eternal. It is possible by a certain psychological discipline to remove this veil of separative consciousness and become aware of the true Self, the Divinity within us and all."

Prof. Sahil Ghai deliberated on the life and philosophy of Sri Aurobindo. Mr. Ghai apprised the learned listeners with the birth, early education and stay of Sri Aurobindo at England, and about the momentous metamorphosis in his thought process when he came back to India and joined the national movement for freedom. The speaker went on to talk about his becoming a mighty participant in swadeshi and full swaraj for the motherland. Then, he spun the yarn by stating how once the revolutionary, turned on a completely new lease of philosophy. After serving one-year term in Alipore jail, he became an integrated yogi and an Indian seer. He left his native land to settle down in the French territory Pondicherry now called Puducherry. The speaker ended with a note on relevance of Sri Aurobindo's philosophy in the modern world.

d. Celebration of Lohri

The festival of Lohri is Punjabi community's cultural celebration which marks the culmination of winter by lighting fire and creating a bonfire to mark the onset of longer days. The mood on the campus was upbeat and the teaching and non-teaching members were totally absorbed in the festive spirit of Lohri. Lohri was lighted amidst Lohri songs. Prayers for a happy and prosperous New Year were offered and sweets, peanuts, puffed rice etc were distributed among those present. In the beginning of the function, Principal, Dr Ajay Sharma, highlighted the historical significance and importance of the festival of Lohri, which ushers in the cheerful spring season bidding adieu to the winters. Mr. Sant Ram sang songs immersed in cultural folklore of Punjab with enthusiasm.

e. 400th Birth Anniversary Celebrations of Hind Di Chadar- Sri Guru Teg Bahadur Ji

Sri Aurobindo College of Commerce and Management, Ludhiana, in collaboration with Department of Youth Welfare, Panjab University, Chandigarh, virtually celebrated the 400th Birth Anniversary of Hind Di Chadar- Sri Guru Teg Bahadur Ji on April 30, 2021. On the occasion, Dr. Dharminder Singh Ubha, Principal Khalsa College, Patiala, delivered a lecture on the Teachings of Sri Guru Teg Bahadur Ji. Reflecting on the history and life of Guru Ji, Dr. Ubha highlighted and explained the Teachings of Guru Ji. The speaker pointed out that Guru Tegh Bahadur ji was a merciful saviour of the weak and that he taught us to shield the people who are marginalized. The session was presided over by Dr. Nirmal Jaura, Director, Youth Welfare Panjab University, Chandigarh. Principal, Dr Ajay Sharma applauded the guests for enlightening the young students about the life of Sri Guru Teg Bahudar ji and urged the students to imbibe the teachings of Guru ji in their lives.