



## **POST GRADUATE & RESEARCH DEPARTMENT OF COMMERCE (SHIFT I)**

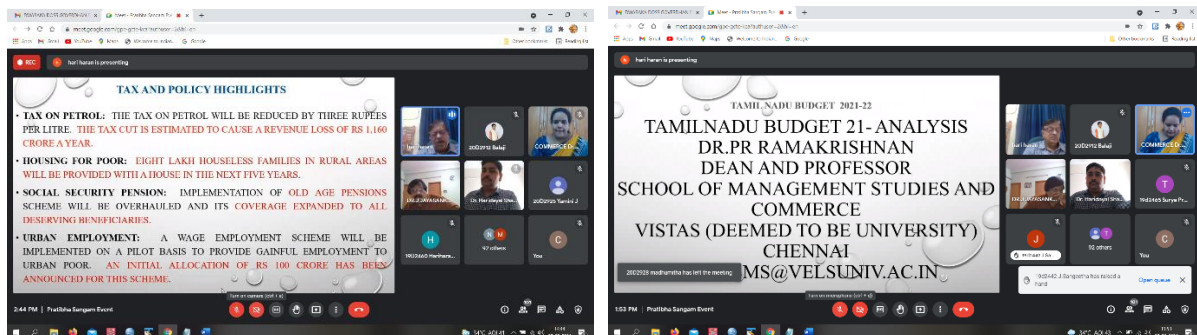
### **REPORT OF EVENTS CONDUCTED - 2021-2022**

#### **1. “DISCUSSION ON BUDGET OF TAMIL NADU 2021”**

The Department through its forum ‘Pratibha Sangam’ organized a lively and interactive online discussion on the “Budget of Tamil Nadu for the year 2021” on 27<sup>th</sup> August, 2021 via Google Meet. The Resource Person for the Discussion was Dr. P.K. Ramakrishnan, Dean – School of Management and Commerce, Vels Institute of Science, Technology and Advanced Studies, Pallavaram. Dr J Jayasankar, Head of the Department, gave an invigorating welcome address. A grand total of 100 participants witnessed the discussion. The resource person highlighted the key aspects of the Tamilnadu budget (2021) and discussed the impact of the policies on growth and development of Tamilnadu economy. The deliberations ended with question-and-answer session, where the participants had an engaging interaction with the expert.

#### **OUTCOME OF THE PROGRAMME**

The programme aided in providing a glimpse of the budget of the State, and the various facets of budget. It imparted insights to the participants on the impact of the policies on growth and development of Tamilnadu economy.



#### **2. 14 DAYS PROFESSIONAL DEVELOPMENT PROGRAMME**

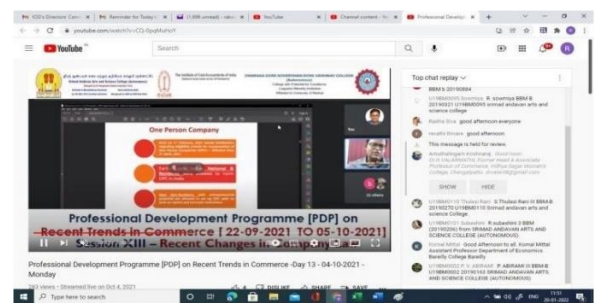
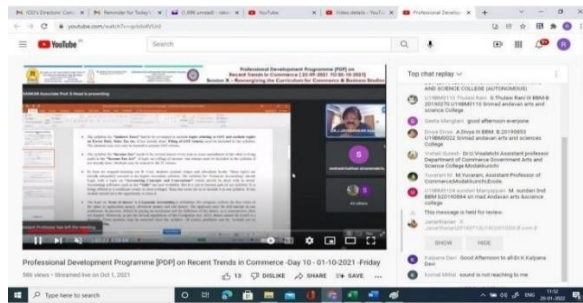
The Department hosted the 14 days virtual Professional Development Programme on ‘Recent Trends in Commerce’. The programme was organised jointly with Srimad Andavan Arts and Science College & The Institute of Cost Accountants of India. The Programme was inaugurated on 22nd September 2021 by CMA P Raju Iyer, Vice President, The Institute of Cost Accountants of India, CA Ammani V Balaji, Secretary & Correspondent, Srimad Andavan Arts and Science College [SAASC], Dr. S. Srividhya, Director - Academics, Dr. J. Radhika, Principal, Srimad Andavan Arts and Science College. The Event was chaired by Dr. M. Pitchaimani, Vice Principal, SAASC. Dr. J. Jayasankar, Head - PG & Research Department of Commerce, DDGD



Vaishnav College. The IQAC Co-ordinators - Dr. T. S. Prema, DDGDVC & Dr. D. Vaishnavi, SAASC graced the occasion with their felicitation. The Valedictory Address was delivered by CMA K Rajagopal, Chairman- SIRC, CMA Vijay Kiran Agastya, Secretary – SIRC, The Institute of Cost Accountants of India. The 14 days event was co-ordinated by the Faculty Members of DDGDVC & SAASC.

### **OUTCOME OF THE PROGRAMME**

The 14 days Virtual Professional Development Programme was beneficial to the students in acquiring expertise knowledge on the Recent Trends in Commerce.

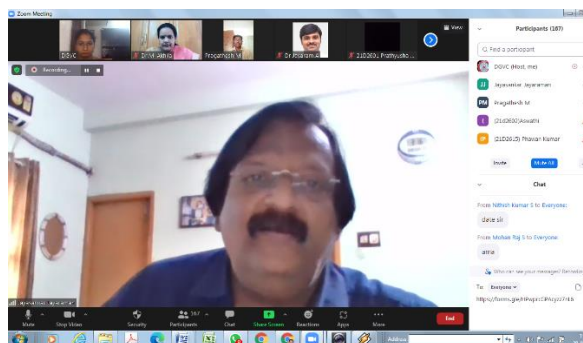


### **3. “STUDENTS’ INDUCTION PROGRAMME – DEPARTMENT ORIENTATION”**

The Students’ Induction Programme was held Online for the students admitted to the B. Com course for the academic year 2021-2022, on 28<sup>th</sup> September, 2021, via Zoom. Dr J Jayasankar, Head of the Department, addressed the new entrants on the legacy and accomplishments of the Department, and the popularity of the Programmes offered. He further briefed on the Internal assessment, Dress code for students, Autonomy, importance of attendance, Discipline to be adhered to, and also the various extra-curricular activities one can pursue. As many as 209 students participated in the Orientation Programme. The class teachers Dr Akhila, Dr A Jayaram and Dr G Yamuna also briefed the students and reiterated on maintaining discipline and regular attendance.

### **OUTCOME OF THE PROGRAMME**

The Orientation Programme enabled the students to get to know important details on the course, the various opportunities available for them to showcase their outstanding talents and get familiarised with the college environment.





#### **4. “INVESTITURE CEREMONY OF THE PRATIBHA SANGAM AND PROF. K.L. NAGARAJAN MEMORIAL LECTURE”**

The Investiture Ceremony of the Pratibha Sangam, the Student Association, an initiative to promote extra-curricular/ co-curricular talent amongst the students was organised on 22<sup>nd</sup> December, 2021 at the Dwaraka Auditorium. Badges were handed over to the office bearers of the ‘Pratibha Sangam’ for the academic year 2021-2022. Dr J Jayasankar, Head of the Department, welcomed the gathering and highlighted the various curricular and extra-curricular efforts taken by the department for shaping the overall personality of students. He further shared his fond memories of Prof. K.L. Nagarajan, the first Head of the Department of Commerce. Capt. Dr S. Santhosh Baboo, Principal expounded about the uniqueness and legacy of the department and recalled the contributions made by the stalwarts of the department. Prof S. Seshadrinathan, Head of the Department (Shift II) shared his vivid and fond memories of Prof K.L. Nagarajan to the audience. The Memorial Lecture was delivered by Mr. Pramod Srichand Rajani (FCCA), Founder & CEO, S.V.V Capital. The Resource person enlightened the students on the topic “Preparing Generation Z for Industrial Revolution 4.0.” As many as 300 individuals witnessed and benefitted from this grand session.

#### **OUTCOME OF THE PROGRAM**

The Memorial Lecture was organized in memory of the former Head of the Department, Prof. K.L. Nagarajan. The programme sensitized the audience on the numerous opportunities and exposure required towards facing the competitive world, and proved effective in enhancing the capability of the students towards adapting to the latest developments in the arena of Commerce and Finance.



#### **5. “WEBINAR ON ENTREPRENEURSHIP AND INNOVATION”**

The PG & Research Department of Commerce, in association with the Institution’s Innovation Council organized a webinar on “Entrepreneurship and Innovation” on 11<sup>th</sup> January, 2022, via Google Meet. The Webinar was also streamed live on the Department’s YouTube Channel. Dr J Jayasankar, addressed the gathering and deliberated on the importance of Entrepreneurship. The Resource Person for the Webinar was Dr. K. Maran, Professor & Director, Coordinator – ED



Cell, Sri Sai Ram Institute of Management Studies. A grand total of 190 individuals, inclusive of both students and faculty members from and outside the College, benefitted from this webinar. The Resource Person enriched the participants with regard to Entrepreneurship and Implementation. The Professor further elucidated the top 10 potential start up mistakes that people most often make during the start-up of a business.

### **OUTCOME OF THE PROGRAM**

The programme enlightened the students regarding Entrepreneurship and various aspects of Innovation. It highlighted the various creative innovations in business and proved to enrich the knowledge pertaining to the arena of Innovation.



### **6. "IVAL" - INTERNATIONAL WOMEN'S DAY CELEBRATION**

The Pratibha Sangam of the Department organized an intra department talent hunt program "IVAL" – "Women's Day Celebration" on the occasion of Women's Day on 8th and 9th March 2022. A warm Welcome address was delivered by Dr. Haridayal Sharma, Assistant Professor, Department of Commerce, Shift I. During his welcome address, Dr. Haridayal Sharma made a special mention of all the events that were successfully organized under the banner of Pratibha Sangam. This was followed by special address and words of Wisdom by the Head of Department of Commerce, Shift I, Dr J. Jayasankar. He motivated the students to take up challenges, to develop their general and special competencies in order to achieve greater heights in studies as well as career. He also appreciated the students for having organized the programme and conducting the same meticulously. Various competitions were organized for the students of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> year UG. Competitions like Creative Writing (Tamil and English), Solo Singing, Drawing, Meme creating and Photography were individual events and Debate (English and Tamil), Quiz and Rangoli were group events.

Most of these competitions were conducted based on various themes related to Women's Day. More than 90 students enthusiastically participated and won prizes. The event concluded with the Valedictory function. Dr. J. Jayasankar, Head of the Department of Commerce, Shift I and Prof. S Seshadrinathan, Head of the Department of Commerce, Shift II, distributed the prizes to the winners of the event. Women Faculty of the PG & Research Dept. of Commerce were honoured in the two-day Programme 'IVAL' organized by the Commerce Forum of the Pratibha Sangam.



## **OUTCOME OF THE PROGRAMME**

The programme effectively identified the hidden talents of the students, and aided in improving the skill of students to plan, organize and manage events. Moreover, it motivated the participants to celebrate woman-hood and commemorate the valuable contributions made by women round the globe.



## **7. “THREE DAY COLLOQUIUM ON ENTREPRENEURSHIP”**

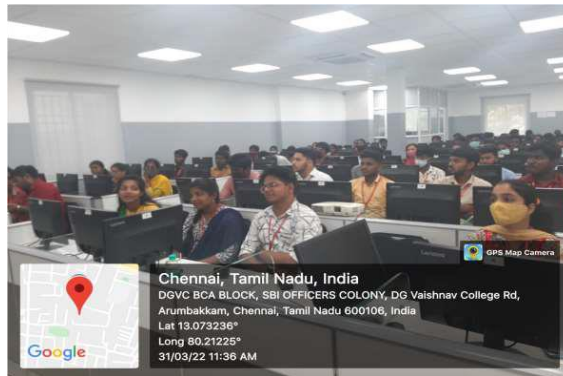
A Three-Day Colloquium on Entrepreneurship was organised by the Pratibha Sangam at the Commerce Computer Lab, from the 30<sup>th</sup> of March, 2022 to the 1<sup>st</sup> of April, 2022. Dr J Jayasankar delivered a warm welcome address to the audience. A total of 85 participants benefitted from this three-day colloquium. The Speakers for the three days were Mr. R. Sathishraj, B.E., CEO, E-Crusaders; Mr. A. Madhan, M.Sc., Business Content Creator; and CA Prakasan A. P, CEO, Fin Academy respectively. The Resource Persons delivered informative talks on Social Entrepreneurship, Business Idea Generation and Bullish Forward – Professional Approach to Stock Market Investment, coupled with interactive sessions.

## **OUTCOME OF THE PROGRAMME**

The Colloquium successfully enlisted the qualities that an entrepreneur must possess, and gave a new definition to Entrepreneurship which deals with solving problems in the market place. The Colloquium also proved effective in motivating the students to move from Job seekers to Job generators and develop a passion in them to take up Entrepreneurship.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**  
(Autonomous)  
College with Potential for Excellence, Linguistic Minority Institution  
Affiliated to University of Madras  
Arumbakkam, Chennai-600106.

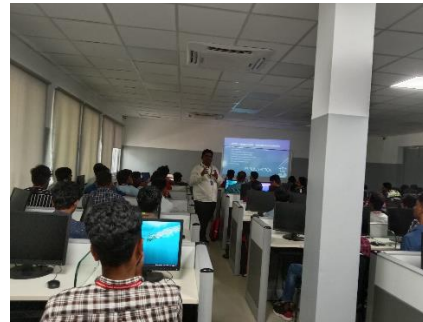
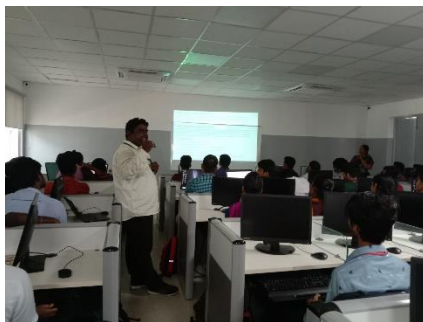


## **8. “GROOMING FOR CIVIL SERVICES – LECTURE SERIES”**

A lecture series on “Grooming for Civil Services” was held in the Department Computer Lab on 29<sup>th</sup> April, 2022. A total of 136 student participants witnessed this remarkable lecture series. The session began with a warm welcome note by Dr J Jayasankar. Further, he motivated the students to aspire for a career in civil services. The Speaker Mr. Gowthamaraj Viswanathan, Chief Mentor, Global Student Entrepreneurship Awardee, TEDx organizer and Speaker, sensitized the students on the Civil Service Examinations (CSE) and the various levels of evaluation. Further, the Speaker briefed on the various career paths available under the Government Sector that one can pursue.

### **OUTCOME OF THE PROGRAMME**

The Lecture Series aimed at providing expertise knowledge to students pertaining to the Civil Services, and highlighted its importance in the country. Further, the Resource Person shared valuable tips in cracking the UPSC exams, and also motivated students to aspire for a career in Civil Services.



## **9. “LECTURE SERIES ON REAL ESTATE & CONSTRUCTION INDUSTRY”**

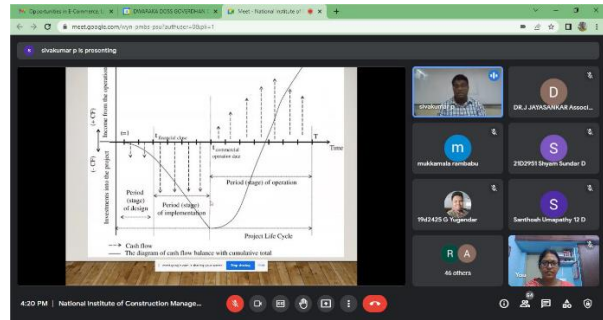
A lecture series on “Real Estate & Construction Industry” was conducted online via Google Meet on 4<sup>th</sup> May, 2022. Dr J Jayasankar addressed the gathering. An incredible number of 126 participants attended this thought-provoking lecture series. The Guest Speakers for the Lecture Series were Dr. P. Hanumantha Rao, Professor, NICMAR, Mr. Prasad K. V., Assistant Professor, NICMAR, and Prof. Rambabu Mukkamala, Head, IT and Admissions. The lectures covered wide-ranging topics, from SAP, Web 4.0 and Cloud Computing, to Supply Chain Management, Internet of Things, and Logistics. Apart from these topics, the Speakers also briefly put forth an



overview of construction industries and government policy initiatives on infrastructure. The students were briefed on the National Institute of Construction Management & Research (NICMAR), Hyderabad and the various courses offered by the Institute.

### **OUTCOME OF THE PROGRAMME**

The Lecture Series provided insights to the students on a plethora of topics pertaining to the Industry of Real Estates, which are relevant in this modern era of technological development.



### **10. WORKSHOP ON FINANCIAL EMPOWERMENT FOR STUDENTS**

The Department, in association with the Institution’s Innovation Council, organized a Workshop on “Financial Empowerment for Students” on 06<sup>th</sup> May, 2022. The Workshop was conducted in the Commerce Computer lab. It was livestreamed in YouTube. The Resource Persons for the day were Dr. Vidya Sivakumar– Certified Financial Education Instructor, USA, Dr. Sandhanakumari Arumugam– founder of Teddies playgroup and Ms. Hanna – Co-founder, Stucred, Real time student credit. Dr. Vidya Sivakumar in her lecture highlighted on the various aspects of Finance and Management. Dr. J. Jayasankar, Head of the Department, delivered the Presidential address. He reiterated on Financial Empowerment and encouraged the students to be financially independent. The session included an interesting and interactive “Financial Literacy Quiz”. The programme ended on a successful note.

### **OUTCOME OF THE PROGRAMME**

The students were enlightened on Financial Empowerment and were inspired to manage their finances effectively. The Programme highlighted the various aspects of finance and provided valuable insights on financial literacy.





## **11. “PRAGATI 2022 – INTER COLLEGIATE TALENT FEST”**

“Pragati 2022 – Unleash the Beast in you”, an inter-collegiate talent fest of the Pratibha Sangam, was organized on 18<sup>th</sup> May, 2022 at the Dwaraka Auditorium. The Esteemed Chief Guest for the day was Mr. Deepak Rao, CFO, Mohan Mutha Exports Group. The Chief Guest delivered an invigorating talk on the pivotal role of Commerce, with reference to the current industry pattern. As part of this programme, various events, both Off and On-Stage were organised, and were judged by reputed and eminent persons. A total of 251 participants, inclusive of both students and faculty members, witnessed this informative session.

### **OUTCOME OF THE PROGRAMME**

The programme aided in enhancing holistic personality development of the students and also in encouraging students to participate in the various cultural events to enhance the confidence level and the organising skill of the students. The Programme instilled in the young minds, a competitive spirit and leadership skills essential to face the competitive world.

