



Dwaraka Doss Goverdhan Doss Vaishnav College

(Autonomous)

Affiliated to the University of Madras)

Re-accredited With "A++" Grade by NAAC

Linguistic Minority Institution

Gokul Bagh, 833 Periyar E.V.R. High Road, Arumbakkam, Chennai-600 106



POST GRADUATE DEPARTMENT OF COMMERCE - SHIFT II

DEPARTMENT ACTIVITIES 2024-2025

DYNAFEST 24



Dynafest'24 is an intra-departmental event organized by Prathibha Sangam, specifically for the PG Department of Commerce (Shift-II) on

Dynafest'24 is an intra-departmental event organized by Prathibha Sangam, specifically for the PG Department of Commerce (Shift-II). Participants have the opportunity to demonstrate their abilities and connect with peers, contributing to a memorable and enriching experience. Our esteemed chief guests for the inauguration were Arun and Aravind, they revealed the drop banner of DYNAFEST'24 which received tremendous response from the audience. Our esteemed chief guests Arun and Aravind gave an inspiring speech about how to be successful in life and quoting incidents from their life, they spoke about how to overcome failures. They also interacted with the audience, motivating them to pursue various career options and ways to improve in their respective fields. Following the speech, many the events and competitions were conducted to demonstrate the skills and talents of students. Mr. Sakthi Raj and Ms. Ananya Rao were chief guests for the valedictory session presented trophies to recognize the best performer and the best class, celebrating the hard work and dedication of the participants.



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POST GRADUATE DEPARTMENT OF COMMERCE - SHIFT II

A Seminar on Startups and MSMEs Budget Support and Policy Initiatives



The Post Graduate Department of Commerce – Shift II conducted A Seminar on Startups and MSMEs was held on 27.08.2024 (Tuesday). The Chief Guest for this event was Dr. Thirunavukkarasu Sir Former principal and HOD of economics, Ramakrishna Mission Vivekananda College.

A Seminar on Startups and MSMEs was held on 27.08.2024 (Tuesday). The Chief Guest for this event was Dr. Thirunavukkarasu Sir Former principal and HOD of economics, Ramakrishna Mission Vivekananda College. Dr. Thirunavukkarasu Sir Enlightened the students with plans and history of planning commission, increase in targets on plans, Introducing of Economic Policy of 1991, Changes in Indian Economy, and Industrial policies and Importance of startups and small-scale industries. He gave a summary on Policy implementing, Innovation ideas, sources of funding of Start-ups and stages and process of startup. He also listed the top-states for Start-ups. Dr. Thirunavukkarasu Sir also spoke about upcoming and emerging areas of Start-ups, SEBI, Service sector, GDP, and Industrial sector. The Seminar Provided a Comprehensive understanding of the opportunities, challenges, and challenges for micro small and medium enterprises to succeed in the journey of evaluation.



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POST GRADUATE DEPARTMENT OF COMMERCE - SHIFT II

Seminar on - An overview on intellectual property rights



The seminar on Intellectual Property Rights was held on 14.08.2024 (Wednesday). The chief guest for the event was Mr.K .Harish who is an Registered Trademarks Agent and An Exuberant CS Aspirant .



The seminar on Intellectual Property Rights was held on 14.08.2024 (Wednesday). The chief guest for the event was Mr.K .Harish who is an Registered Trademarks Agent and An Exuberant CS Aspirant . He gave a clean and proper explanation on what is an Intellectual Property and who can file for patent . He specifically mentioned all the trademarks in the business field which is very essential for the students he even explained about the types and process of trademarks . Mr. Harish gave a right vision for the students about the Intellectual property rights and what are the exams they can take up and when they are happening . He concluded with a Question and Answer session upon generalized commercial products and infused all the knowledge into the students .



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POST GRADUATE DEPARTMENT OF COMMERCE - SHIFT II

Seminar on-SWOT Analysis of Traditional Entrepreneurship strategies for success in a Digital age



Post Graduate Department of Commerce – Shift II organized a Seminar on SWOT Analysis of traditional entrepreneurship was held on 13-08-2024 (Tuesday). The chief – guest for this event was Dr.R. Balaguru Associate professor and research supervisor of RKMV College.

The Seminar on SWOT Analysis of traditional entrepreneurship was held on 13-08-2024 (Tuesday). The chief – guest for this event was Dr.R. Balaguru Associate professor and research supervisor of RKMV College. Dr.R. Balaguru spoke on strategies for success in digital age, and SWOT Analysis of traditional entrepreneurship. His inspiring words on prospectus of strong leadership, financial independence, ability to manage risk and freedom to exercise creativity has truly enriched the student knowledge. He also gave a brief summary on rewards of an entrepreneur, Qualities of an entrepreneur and how to develop our leadership skills.



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POST GRADUATE DEPARTMENT OF COMMERCE - SHIFT II

Seminar on - A Road map to career Guidance



The Post Graduate Department of Commerce – Shift II organized a The seminar on Road map to career guidance was held on 14.08.2024(Monday). The chief guest of the day was Rajesh Balasubramanian motivated the students about how much an desire for career plays an major role in every individuals life

The seminar on Road map to career guidance was held on 14.08.2024(Monday). The chief guest of the day was Rajesh balasubramanian motivated the students about how much an desire for career plays an major role in every individuals life. He further explained the benefits of studying MBA and taking up the CAT exam. He gave a brief summary on what is CAT? How to prepare CAT? Where to prepare CAT? And exam strategies To achieve their desired goal . He intened the scope of job opportunity as well as the main reason is developing their examinal skills .



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POST GRADUATE DEPARTMENT OF COMMERCE - SHIFT II

A Seminar on Empowering Youth- A Gateway to Resilience Approach



Check In

Chennai, Tamil Nadu, India

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (AUTONOMOUS) RE-ACCREDITED WITH 'A++' BY NAAC (3RD CYCLE) LINGUISTIC MINORITY INSTITUTION COLLEGE WITH POTENTIAL FOR EXCELLENCE NO.833, E.V.R.

The inaugural “PRATHIBHA SANGAM “student association ceremony was held on 9.8.24 (Friday). The chief guest for this event was Dr.N. Vasudevan (associate professor), Department of Commerce, R.K.M. Vivekananda College.

The inaugural “PRATHIBHA SANGAM “student association ceremony was held on 9.8.24 (Friday). The chief guest for this event was Dr.N. Vasudevan (associate professor), Department of Commerce, R.K.M. Vivekananda College. Dr. N.Vasudevan spoke on “EMPOWERING YOUTH”, A gateway to resilience approach’. He inspired students to achieve their goals and how to keep themselves away from distractions. He even gave us the idea to stay away from mobile phones while studying. He even told the difference between power and empowerment. After his talk, there was an AV about the events done by PRATHIBHA SANGAM last year and an introduction video of new office bearers followed by which badges were presented to the office bearers.