

Report (2017)

The flagship event of the Commerce Association, 'Commxclesior'17' was organized on 7th February 2017. This included 5 formal events namely, Business Quiz, Group Discussion, Business Plan Competition, Mock Stock and Ad-Mad. This inter-college event witnessed a participation of over 1000 students who were from colleges across Delhi University as well as other universities.

A talk on 'Introduction to Auditing, CPA, CMA and CFA' was organized on 16th February 2017. Ms. Sucheta Kalra, a senior consultant in KPMG educated the students about CPA and ACCA as a career option after graduation. On 2nd March 2017, a workshop was conducted on 'Resume Writing' by Praveen Khanna, Senior Manager, Academics, Career Launcher. Another on 'Public Relations and its Current Dynamics' was held on 27th March 2017. Students were addressed by Ms. Kavita Bhaskaran, PR head at OGILVY and Mr. Anshumali Saxena, Brand Strategist and Marketing Messiah. This was followed by an 'Aptitude Test' on 30th March 2017, organized by Career Launcher.

The Department of Commerce organised the orientation program for the first year students on 25th July 2017. Students were introduced to course structure, faculty members, department activities and various rules and regulations that they have to adhere to.

A workshop by Career Launcher was organized on 30th August 2017 in which a Scholarship Test was arranged for students who are interested in taking CAT 2018.

This was followed by a Workshop on 'Introduction of Stock Market and Technical Analysis' in association with Bajaj Capital on 14th September, 2017. Students were addressed by Mr. Kushal Bhateja (CFA, FRM and CFP), Finance and Faculty Program Head at International College of Financial Planning. He enlightened the participants by discussing various aspects of stock markets, technical analysis, and highlighted that investment in shares is made by mutual funds only after a detailed and comprehensive study of future prospects of companies.

On 26th September, 2017 a lecture on 'Six Sigma Course' was organised in association with Integer Innovation. Mr. Virender Sharma, founder of Integer Innovation introduced the concept, history and implementation of Six Sigma in companies to enhance profitability. The session was concluded by conducting an interactive activity for students.

On 11th October, 2017 Commcentric (Commerce Association, Kamala Nehru College) organized an intra-college event "COMM-ENT" headed by Bizquizzitive, the Quiz Society

powered by paisawapas.com. The event was organized to test knowledge of participants in the field of commerce.

Markento, the Marketing Society of Commerce Association, Kamala Nehru College organised an interactive session on 'Copywriting in Advertising' with Mr. Satya Prakash, the founding partner at 'The Beach Advertising' on 12th October 2017. In his session, Mr. Satya Prakash showed some impeccable advertisements to explain the concept to students. The session was highly interactive with active participation by students. He discussed the importance of advertising, talked about the best advertisement of the century, and showed how 'levis' brand has grown up with its advertisement.

Findicate, the Finance Society of Commerce Association, Kamala Nehru College hosted an intra college Finance treasure hunt and mock stock competition, Money Trail, which saw participation of 25 teams consisting of 57 students. The event began with the announcement of a clue to reach the first location where teams were expected to place bids on questions based on the subject of finance. The level of difficulty of questions increased with time at each of the 5 pre-determined locations. This event was an effort to instill in students the importance of financial knowledge and financial literacy in the current economic scenario, coupled with a fun twist to attract participation from different departments. The hunt also tested the risk taking capacity of participants as they tried to maximize their capital and place higher bids, in order to win. Top 3 winners with the maximum capital balance were awarded certificates and prizes in cash and kind.

The Commerce Association of Kamala Nehru College put up a stall on 16th October 2017, at the Diwali Mela, Adrith. The stall was put up by students to raise funds for upcoming student competitions to be organized by Commerce Association. Student members organised games and also had a photo booth with a variety of props. They raised Rs. 4600 from the stall. The turnout was huge and exciting prizes were given to all the winners.

On 24th October 2017, the Commerce Association organized an 'Industrial visit for students to Yakult's Factory in Sonapat'. A total of 100 students and faculty members of the Commerce Department were a part of this field trip. It was an enriching experience to visit this plant. Yakult's staff gave a detailed explanation on their Business model in which they discussed the entire production, distribution and marketing strategy. They also highlighted the importance of having pro-biotic drinks and explained its health benefits. Students and staff members were shown the entire production and packaging process, which was completely automated. A detailed explanation of the entire process was given by showing the activities conducted in the seed room, culture room, quality control room, moulding room, filling room and packaging room. This visit was followed by a short trip to Adventure Island, Rohini.

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On 25th October 2017, the Commerce Association organised an Intra-college event "BIZ- CRAFT" headed by the Business Plan Team 2017- 18 and powered by 'High On Burgers'. The theme of the event was to take a step forward in understanding the business world. Competition was open to all courses. More than 15 teams registered for the first round in which they had to submit a short summary of their business plan out of which 10 teams were selected for the next round. The second round consisted of a 10-12 minutes power point presentation pitching their start up ideas which was followed by an interjection round where in each team can be asked a maximum of two questions. Great enthusiasm was seen throughout the event especially during the interjection round. The top three teams were awarded with certificates, cash prizes and vouchers. Vouchers were also given for the best concept as well as the best interjector.

The Commerce Department organized a talk on 'Accounting Standards' on 26th October, 2017. Students were addressed by Ms. Namita Seth, one of the esteemed faculty members of Miles Education. The seminar was attended by more than 150 students along with faculty members of commerce department. The speaker explained adoption of IFRS by India. Students were familiarized with concepts of US GAAP, IFRS and IND-AS. Queries of students as well as faculty members were clarified during an interactive session.

On 27th October 2017, Commerce Association organised an Intra-college Group Discussion Competition called 'Vartalap'. The event saw active participation from all courses.