

College Annual Report

(Session 2021-22)

Shree Atam Vallabh Jain College, a premier co- educational Commerce and Business Management institute run by Shri Atma Nand Jain School Committee, affiliated to Panjab University, Chandigarh was established in the year 2010. The college offers B. Com, B. Com Honours, BBA and M.Com. courses.

The College maintains high standard of faculty and resources, which provide the dynamic environment for the overall development of the students. Spread over 6.38 acres of. land, the college is housed in magnificent building with an ultra-modern infrastructure, like AC class rooms, well equipped computer lab, seminar hall, conference hall, well stocked library, playground and lush green lawns. College is having highly qualified faculty members with 8 doctorates, with 4 Masters in Philosophy and 14 of our faculty members are perusing Ph.D.

In the Academic front, our students have outperformed in the Panjab University Dec., 2021 semester examination, where 23 students of the college got university positions in all the courses. 12 students got University positions in the B.Com Course. 7 students got University positions in the B.B.A Course. 4 students got University positions in the M. Com Course. Total 792 students appeared in all the courses in the Panjab University Dec., 2021 semester examination, where 721 students passed the examinations with first divisions and 376 students got distinction in the said examinations.

In B. Com 1st sem. Sapandeep Kaur got first position, Prinkle got second position, Mehul Jain got fourth position, Palak Bhatia got fifth, Shiv Kumar and Sumedha got sixth and seventh positions respectively in the Panjab University. In B. Com 3rd Sem. Prachi Kapoor and Nandan Jain got Seventh position while Taniya Chhabra and Divyansha Jain got eighth position in the University. In B.Com 5th Sem. Praachi Sharma got second and Sejal Chauhan got fifth position respectively.

Hansika Khanna got first and Pranjal Jain got third position in BBA 1st Sem. in the Panjab University. Sahil and Amitoj Singh got first and third positions in BBA 3rd Sem. respectively. Kartik Mahendru , Belal Ahmed and Amandeep Kaur got first , sixth and Ninth position in BBA 5th Sem. respectively. Pragati got first position, Mehak Arora got fifth position and Tarun Jerath and Nikhil got sixth and seventh positions in M.Com 3rd Sem. respectively in the university. In order to motivate meritorious and needy students, the college is providing scholarships. A number of students have also been benefitted from the free book bank facility available in the college library.

College students also outshined in the field of extra-curricular activities by getting total 33 prizes in different items of P.U. Zonal Youth & Heritage Festival held at Mata Ganga Khalsa College, Manji Sahib, Kottan. College students got first prize in 18 items such as Chhikkoo Making, Tokri Making, Mitti De Khidaune, Guddian Patole Making, Peerhi Making, RassaVattna, Eennu Making, Embroidery-Bagh, Knitting, Rangoli, Cartooning, Still Life Drawing, Collage Making, Handwriting (Punjabi), Handwriting (Hindi), Muhavredar Vartalap (Team), Muhavredar Vartalap (Individual) and Poem Recitation. College students got second prize in 8 items i.e Handwriting (Hindi), Pranda Making, Naala Making, Installation, Embroidery-Phulkari, Dasuti/Cross Stitch, Mime and Elocution. College students got third prize in 7 items like Pakhi Designing, Mehandi Designing, Khiddo Making, Clay Modelling, Rangoli, Bhand and Percussion. The college secured overall 3rd position amongst 16 colleges of Ludhiana Zone-A.

College students got total 11 prizes out of participation in 17 items in the Panjab University Inter -Zonal Youth & Heritage Festival held at A.S. College, Khanna. Our students stood first in Eennu Making and Knitting; second in Embroidery-Bagh, Mitti De Khidaune, Handwriting (Hindi), Collage Making and Muhavredar Vartalap; and third in Muhavredar Vartalap (Individual), RassaVattna, Peedhi making and Still Life Drawing. The college secured 9th position amongst 200 colleges in the Inter -Zonal Youth & Heritage Festival.

Inter College Slogan Writing and Poster Making Competition was organized at Devki Devi Jain Memorial College for Women, Ludhiana, in which Bharti of B.Com. 5th Sem. bagged second position in Slogan Writing and Reema Kumari of B.Com. 3rd Sem. achieved third position in Poster Making. In another competition, Inter College Slogan Writing, Essay Writing and Poster Making Competition (Akshay Urja Diwas) organized by Devki Devi Jain Memorial College for Women, Ludhiana, Kashish Jain of B.Com. 5th Sem. stood first in Poster Making competition and Bharti of B.Com. 5th Sem. stood third in Slogan Writing Competition. Bharti of B.Com. 5th Sem. participated in Inter College Online Poem Competition Organized by Rayat College of Law, RGI Ropar Campus.

In National Level Patriotic Song and Poetry Competition organized by Sanmati Govt. College of Science Education and Research, Jagraon, two students of the college participated in Poem Recitation competition and Bharti of B.Com.5th Sem. bagged first position. In National Level Online Essay Writing, Poster Making and Poetical Recitation Competition organized by M.G.N. College of Education, Jalandhar two college students participated and Ankita of B.Com.1st Sem. stood second in Poetical Recitation.

Blessy Kumar of B.Com. 3rd sem. was selected for 2nd round in National Trilingual Elocution Competition – SPEAK INDIA 3.0 organized by Lovely Professional University, Phagwara. Four students of the college participated in Dr. D.R Singh Memorial British Parliamentary Debate Season XII organized by PCTE Group of Institutes, Baddowal. Jaspreet Kaur of B.Com 4th Sem. participated in International Poetical Recitation & Poem Writing Competition organized by Khalsa College for Women, Ludhiana.

College students actively participated in various sports activities organized by Directorate of Sports, Panjab University Chandigarh. Team of seven college students participated in Inter College Volleyball Tournament. A team of five students represented the college in Inter College Badminton (Men) Tournament. A team of five students represented the college in Inter College Badminton (Women) Tournament organized by Directorate of Sports, Panjab

University Chandigarh. The college students gave their best performances and got 4th position in the Inter College Badminton (Women) Tournament. 4 college students participated in Inter College Chess (Women) Tournament and 5 students of the college participated in Inter College Chess (Men) Tournament held at Dev Samaj College of Education, Chandigarh.

To develop sports culture among students, various Inter Class sports competition have also been organized at the college level. Inter-class Volley ball (Men) tournament was organized, in which 10 Volleyball teams comprising 120 students of different classes participated with great enthusiasm. 8 students participated in Inter Class Chess (Men) tournament and 15 students participated in Inter Class Chess (Women) Tournament. 22 students participated in Inter Class Badminton (Women) tournament and 60 students participated in Inter Class Badminton (Men) tournament organized in the college.

An Inter Class Cricket & Alumni (Men/Boys) Tournament was organized in the college. The event was organised for 4 days. Nearly 133 students participated in this event. Four knockout matches and two Semi-Final matches were held amongst eight teams in Inter Class Cricket Tournament. Team A comprising thirteen students was declared first. Team I comprising twelve students was declared first amongst three teams of alumni. Thereafter, there was a final match between winning team (Team I) of alumni and winning team (Team A) of college and Team I of alumni became the winner.

The faculty of the college has attended courses/ workshops for updating the knowledge. Dr. Charanjit Kaur attended two -weeks online Refresher course in Research Methodology organised by Punjabi university, Patiala. Prof. Manisha Bhandari attended one-week workshop on Bibliometric Analysis and Partial Least Square Structural Equation Modelling using Smart PLS held in virtual mode organised by Manav Utthan Society (MUS), India. Prof. Amit Goyal attended 5 days Faculty Development Programme organised by Amity University, Chhattisgarh. Faculty of the college presented research papers in various conferences and seminars. 1 Book, 3 chapters in books and 6 research

papers in the various reputed journals have been got published by the faculty of the college.

Different activities of the varied nature have been organized by the various Cells/Committee under the guidance of internal Quality Assurance Cell (IQAC) for the holistic development of the students in the college.

Webinar on Role of Mutual Funds in attaining Financial Freedom has been organised in the college by Skill Development Cell. Mr. Rajesh Kumar Soni Senior Vice President, IDFC AMC and Cluster Head- Punjab, Rajasthan & Uttarakhand was the resource person. The objective of the event was to educate the students about the role of mutual funds in achieving Financial freedom and to make understand the students about risk and opportunities involved in various equity linked funds available for investment

Skill Development Cell took an initiative to organize Online Business Plan competition in the college for the students of all the classes. Total 51 students in 11 teams comprising three to five students in each team have participated in the competition. The objective of the event was to encourage the sense of creativity among the students by providing them the genuine platform for converting their innovative business ideas to a systematic Business plan which can be turned into start up project. Hansika Khanna, Pranjal Jain, Ashish Kumar, Vishal and Geetanshi of Team 'C' got First position. Harshneet Kaur, Manjot Singh, Abhay, Sonali and Bharti of Team 'E' secured second position. Gautam Jain, Anubhav Rai, Nakul Gupta and Misha of Team 'G' bagged third position.

Online Inter- Class Power Point presentation competition has been organized in the college by Skill development cell for the students of all the four sections of B. Com 1st Sem. and students of B.B.A 1st Sem with the aim to materialize the idea of innovative teaching to the students with their effective involvement in the preparation and presentations of some important topics of their curriculum. The idea was to develop effective communication skills inculcating the confidence, presence of mind and clarity of thoughts & expressions among the students. Gautam Jain of B.Com 2nd sem. and Pranjal

Jain of BBA 2nd Sem. got the first prize. Amisha of B.Com 2nd sem and Hansika of BBA 2nd sem. bagged second prize. Shriya Sood of B.Com 2nd sem. secured third prize.

Extension lecture on the theme Problem Solving Skills and Stress Management was organized in the college. Resource person was Prof. Iradeep Kaur” from S.C.D. Government College, Ludhiana. She explained causes of stress and its effects on body and mind. She also described in detail about the techniques of solving problems tactfully and the strategies to manage stress effectively were also discussed.

Career Counselling Cell of the College organised an extension lecture on the topic Career Opportunities in Commerce and Management. This lecture was organised in collaboration with N G Jain & Associates. CA Nitin Jain, shared his views as a resource person. The purpose of the lecture was to aware the students about the skills required for the different industries pertained to commerce and management. His talk also focused on the recent industrial trends in the field of commerce and management.

On National Youth Day, Youth Club of the college organised an Online Public Speaking Contest - 2022 on the theme "Role of Youth in National Development". Fifteen students participated in the competition and presented their views about the right use of youth for the development of the country. Bharti of B.Com final year stood 1st in the competition, Keshav Vig of B.Com final got 2nd position and Jatin Sobti remained on the 3rd position in the competition.

Youth Club organized an interactive session delivered by Dr. Atul Sharma, Director, Sunstone Eduversity on topic Importance of Soft Skills for Career Success in the college. Dr. Atul Sharma, a well-known author and trainer, an alumnus of Bits Pilani and MUIT, Lucknow, highlighted the vital nature of the communication, leadership, team spirit, critical thinking, public speaking, work ethics, career management, professional attitude and body language comprised in the Soft Skills.

To mark the celebration on World Poetry Day and World Story-Telling Day, Youth Club organized a writing contest comprising Story writing, Essay

writing and Poetry writing. Students of the college participated in the competition enthusiastically. First prize was awarded to Pranjal of B.B.A.-I in essay writing, Misha of B.Com.-I received first prize in poetry writing, Deepanshu Bhola of B.Com.-I secured first prize in story writing, and Mokshi Kathuria of B.Com.-I was awarded second prize in story writing.

Blood Donation Camp was organised by Youth Club of the college in order to pay homage to the martyrs, S. Bhagat Singh, Sh. Rajguru and Sh. Sukhdev. The Youth Club invited the blood bank team of DMCH, Ludhiana. 80 units of Blood were collected in the camp. Students and teachers participated in the camp with great devotion and the spirit of service towards humanity.

Youth Club of the college organized a drive to spread awareness for traffic rules and regulations, traffic safety and traffic signs among the students of the college. A comprehensive and thought-provoking insight on the said topic has been provided by the Sh. Pankaj Kumar and Mrs. Iqbal Kaur (Safety Trainers) from Children Traffic Training Park, Ludhiana.

Youth Club of the college organized the event Run for Health to create awareness amongst public at large regarding health and fitness. More than 2000 volunteers from various cities/fields/institutions participated in the event. The 5km run was organised from Guru Nanak Stadium to Fountain Chowk then to Bharat Nagar Chowk via Mall Road and then the end of the run was at Guru Nanak stadium itself. Ritik Sharma from J&K in boys' category, Yogita in Girls category, Naitik Mujal in Kids Category were the winner of this event.

Youth Club organized a free Dental Check-up Camp for the staff and students of the college. Dr. Harpreet Kaur Batra (BDS, MIDA) educated the students about common dental ailments, especially stressing on tooth decay and gum diseases. Eating patterns and food choices causing tooth decay were also discussed. The students got ample opportunities to interact with the doctors to enquire and gain knowledge concerning oral diseases.

NSS unit of the college took the initiative of celebrating National Voters Day. An awareness camp was organized through Poster making/ Audio messages/ Video messages on the theme "Your vote is your voice". NSS volunteers made

various posters and circulated their audio/video messages and made efforts to motivate the citizens for the upcoming elections. They convinced them to effectively utilize their right and contribute for the development of the country.

NSS unit of the college organised Cleanliness India Programme to motivate the students for keeping their surroundings neat and clean in pursuance of Govt of India's initiative of Swachh Bharat Abhiyan. NSS volunteers cleaned the college campus by collecting the waste material from lawns and class rooms. NSS volunteers also motivated the other students to maintain cleanliness in their class room by putting waste materials in the dustbins.

NSS unit of the college organised a one-day camp to provide awareness regarding communicable diseases. NSS volunteers prepared posters to aware the students and society regarding communicable diseases. The motive of this activity was to educate the masses to safeguard themselves against these communicable diseases.

NSS unit organized Green Environment Week on the theme "Let's Be Friend with Earth" in celebration of World Environment Day. College management committee initiated the plantation drive in the college campus. NSS volunteers with full enthusiasm came forward for plantation and assured to maintain the plants planted by them. An awareness drive was also organized by volunteers through posters and cycle rally. NSS volunteers also made sincere efforts to motivate the civilians to understand their responsibilities towards the environment and convinced them to come forward for plantation.

Youth Club and NSS unit organized yoga camp to celebrate International Yoga Day. The venue of the yoga camp was Rose Garden, Civil Lines, Ludhiana. Instructors from Bharatiya Yog Sansthan and Art of Living taught simple yoga asanas for relaxation, backache, cervical pain, and other common conditions. The day was observed to raise fitness awareness and to promote an individual's physical, mental, and social well-being.

International Women's Day was celebrated with enthusiasm at college by Women Development Cell and NSS Unit. The day was acknowledged to

make people aware of women's rights, gender equality and women empowerment. Large number of girl students and female teachers participated in it and learnt the path leading to be self-reliant.

Women Development Cell organized a lecture on the topic Women Health Awareness in collaboration with Mohandai Oswal Hospital, Ludhiana. Dr. Arti Gupta Tuli, senior consultant (OBGY) at Mohandai Oswal Hospital, Ludhiana acted as a resource person. She shared her views on educating women regarding incorporation of healthy habits into their lives on a daily basis. She also focused on the reproductive health of the women mainly menstrual health, maternity, fertility control and assisted reproduction.

Women Development Cell and Youth Club took the initiative to celebrate the clean and green Diwali in the college maintaining rich heritage of the festivals in Indian culture. Students presented the fervour of Diya decoration, plantation, rangoli and poster making. A rally by the college students was organised glorifying the slogan 'say no to crackers', put in endeavour to ecclesiastic earnestness.

4 days Neat and Clean College Campus Drive was organized by Youth club and NSS unit of the college. The volunteers cleaned the ground of the college with great effort. All the waste was collected by the students and accumulated at a place. They also painted all the trees in the campus. All the students worked with great Zeal and enthusiasm

IQAC Cell organized a one-hour self-assessment test in college campus in association with Hitbulls Eye, Ludhiana Branch. The MCQ test based on reasoning, basic mathematics and general awareness was conducted. The basic aim of the test was to make able the students to do their self-assessment, who will be appearing for different competitive examinations.

Industry-Institute Interface & Placement Cell organised the industrial visit to Adinath Dying & Finishing Industries, Ludhiana for the students of B. Com. 6th Sem. Students were explained about the process of dying, procurement and use of cloth after dying process by various industries. Students visited the various departments of the organization.

Industry-Institute Interface & Placement Cell of the college organized a career counselling session on “Govt. Job Vacancies”. Mr. Dev Raj Malik, Head, AAA Bright Academy, Ludhiana was the resource person. The objective of the session was to inform and motivate the students about the various jobs available in different departments of Central and State Government.

The industrial visit was organized to BDS Clothing Industries, Ludhiana by Industry-Institute Interface & Placement Cell for the students of B.B.A. Students were explained about the history, turnover, and distributors of the company. Students were also briefed about the processes and sequences of production activities for T-shirt and school uniform making. Students visited the sampling, cutting, tailoring, stitching, dispatching and accounts department of the organization.

Industry-Institute Interface & Placement Cell organised placement drive in the college from time to time in order to provide employment opportunities to students, who are in the final stage of completion of their course. Some reputed firms like TCY Online Ludhiana, Vallabh Fabriks Ltd., Lavya Associates HR Services, M/S Ashok Jain Shawls, MJS Hospital, Ludhiana and Mashoori Marketing Pvt. Ltd. visited the college and followed their selection procedure for recruitment of college students. Many students participated in these placement drives and got employment in these companies.

Eco Club of the college celebrated Earth Day in the college campus. A rally by the faculty of the college along with a huge number of students was also taken out in the vicinity of the college area encompassing Hussainpura and Jassian to increase awareness regarding Environmental protection among the common masses. The students also visited the school in the village and interacted with the school students regarding cleaning and preserving the environment. Plants were planted in the college premises by the college Management along with the Principal, staff and students on this occasion.

Research & Development Cell organized an online guest lecture on the topic Making Loans Easier for Business House to guide students in the direction of becoming self-dependent. Mr. Sanjeev Singla, CA, PSP & Co. acted as a resource person. He educated the students about the pivotal role of loans in

starting new business venture. He explained about the important facts of taking business loan like documents required for raising business loans and the process of applying business loans.

Four Students of the college participated in the Youth Leadership Training Camp titled 'Azadi ka Amrit Mahotsav' which was organized by Department of Youth Welfare, Panjab University, Chandigarh. The mission of Youth Leadership Training Camp was to inculcate various academic and cultural qualities among the students in order to prepare youth to be the leaders of tomorrow. 85 students from different colleges of Panjab University participated in this Camp. One student Bharti of B. Com final year became the 3rd Best camper and got various appreciation awards in Poster Making and Poem Recitation.

The short term value added course "Tally Integrated with GST" was organized for the college students to help them in understanding the practical aspects of Tally and GST along with the basics of Income Tax. The duration of the course was 30 hours spread over 15 days. The course was designed keeping in mind the insights of industry demand. The course helped the students to gain the practical knowledge for their own purpose and for vocational purpose as well.

Excursion committee of the college organised one day educational trip to Golden Temple-Sada Pind at Amritsar. Students were able to get glimpse of punjabi culture in the Sada Pind and got to witness the mesmerizing appearance and rich history of the temple. They were also familiarized with the religious importance of Guru Granth Sahib.

Four days recreational tour to Manali, Manikaran and Solang Valley has also been organised by the Excursion committee. This trip was organized to help the students to refresh their mind and got the chance to socialize with each other. Students enjoyed a lot in the natural charm and unparalleled beauty of the hills.

The College celebrated the traditional festival of Teej dedicated to the women emancipation with fervor and gaiety through virtual mode. To touch various categories of Punjabi folk and culture, competitions were organized in four

categories Solo Punjabi Dance, Solo singing with Dholki, Mehendi Designing and Punjabi Attire in which students from B. Com, B.B.A and M.Com. participated with great zeal and enthusiasm.

Lohri festival was celebrated in the college campus to retain the culture and tradition of Punjab and spread the warmth of love and happiness in the society. Holy festivals of Basant Panchami and Mahashivratri have also been celebrated in the college, where langar for the students, staff and public was arranged and served by the students along with faculty.

In the beginning of the session, senior students of the College organized a Fresher's Party "Abhinandan" to welcome the new faces of graduate and postgraduate students in a friendly atmosphere for encouraging their creative impulses to boost their confidence. In the same way, maintaining the tradition, junior students organized a grand farewell function "Rukhsat" for the outgoing batch of senior students in an emotionally surcharged atmosphere inside the campus of the college at the end of session.

All the progress and achievements mentioned above were possible due to the constant guidance, motivation and encouragement of college Managing Committee along with the dedication of our faculty members and non-teaching staff.