

## Supporting documents relating to QLM 2.3.1

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| S.No. | Name of the Teacher  | Weblinks                                                                                                                        |
|-------|----------------------|---------------------------------------------------------------------------------------------------------------------------------|
| 1     | Prof. Manoj Arora    | <a href="https://sites.google.com/view/manojarora/home">https://sites.google.com/view/manojarora/home</a>                       |
| 2     | Prof. Rishi Kesh     | <a href="https://sites.google.com/view/rishikesh-savjc/home">https://sites.google.com/view/rishikesh-savjc/home</a>             |
| 3     | Prof. Lata Kapoor    | <a href="https://sites.google.com/view/kapoorlata/">https://sites.google.com/view/kapoorlata/</a>                               |
| 4     | Prof. Rajiv Bhatia   | <a href="https://sites.google.com/view/rajivbhatia/home">https://sites.google.com/view/rajivbhatia/home</a>                     |
| 5     | Dr. Harleen Kaur     | <a href="https://sites.google.com/view/harleenmakkar">https://sites.google.com/view/harleenmakkar</a>                           |
| 6     | Prof. Preeti         | <a href="https://sites.google.com/view/profpreeti/home">https://sites.google.com/view/profpreeti/home</a>                       |
| 7     | Dr. Shilpa           | <a href="https://sites.google.com/view/shilpabatrashgal/home">https://sites.google.com/view/shilpabatrashgal/home</a>           |
| 8     | Dr. Seema Kapoor     | <a href="https://sites.google.com/view/seekap21/home">https://sites.google.com/view/seekap21/home</a>                           |
| 9     | Dr. Sandeep Bansal   | <a href="https://sites.google.com/view/sandeepbansal/home">https://sites.google.com/view/sandeepbansal/home</a>                 |
| 10    | Dr. Charanjit Kaur   | <a href="https://sites.google.com/view/charanjit-kaur/courses">https://sites.google.com/view/charanjit-kaur/courses</a>         |
| 11    | Dr. Robin Inderpal   | <a href="https://tinyurl.com/robininderpal">https://tinyurl.com/robininderpal</a>                                               |
| 12    | Dr. Geetu Sharma     | <a href="https://sites.google.com/view/savjc-faculty/home">https://sites.google.com/view/savjc-faculty/home</a>                 |
| 13    | Ms. Ruchika          | <a href="https://sites.google.com/view/ruchika-nachaal-savjc/home">https://sites.google.com/view/ruchika-nachaal-savjc/home</a> |
| 14    | Mr. Ramandeep        | <a href="https://sites.google.com/view/ramandhiman/home">https://sites.google.com/view/ramandhiman/home</a>                     |
| 15    | Dr. Ramneet Kaur     | <a href="https://sites.google.com/view/ramneetkaur24/home">https://sites.google.com/view/ramneetkaur24/home</a>                 |
| 16    | Ms. Divya            | <a href="https://sites.google.com/view/divyajain/home">https://sites.google.com/view/divyajain/home</a>                         |
| 17    | Ms. Avriti           | <a href="https://sites.google.com/view/avrititangri/home">https://sites.google.com/view/avrititangri/home</a>                   |
| 18    | Mr. Amit             | <a href="https://sites.google.com/view/amitgoyalldh">https://sites.google.com/view/amitgoyalldh</a>                             |
| 19    | Dr. Kiranpreet Kaur  | <a href="https://sites.google.com/view/savjcfaculty/home">https://sites.google.com/view/savjcfaculty/home</a>                   |
| 21    | Dr. Rishu            | <a href="https://sites.google.com/view/savjc-rishujain/home">https://sites.google.com/view/savjc-rishujain/home</a>             |
| 22    | Ms. Deepika          | <a href="https://sites.google.com/view/deepika-nanda/home">https://sites.google.com/view/deepika-nanda/home</a>                 |
| 23    | Ms. Manisha Bhandari | <a href="https://sites.google.com/view/manishabhandari/home">https://sites.google.com/view/manishabhandari/home</a>             |

# Marketing Fest

## Report

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**Name of the Activity:** Marketing Fest -2024

**Organiser:** Skill Development Cell

**Convener:** Mr.Rajiv Bhatia

**Members:** Ms. Deepika Nanda

Ms. Manisha Bhandari

**Dates :** 23/2/2024

**Venue:** College Campus

**No. of Students Participants:** Total 78 students in 19 teams comprising 3 to 5 students of different classes and alumni in each team participated in the marketing Fest.

**No. of Teachers Participants:** 23

**Objectives of the Event:** This event was organized keeping in view the following objectives

1. To provide students with the platform to dish out their entrepreneurial Endeavour and marketing skills for gaining new experiences to become invaluable part of business world.
2. To help the students to come out with their entrepreneurial skill by exploring their organizational aptitude and managerial capabilities so as to awaken new insights and passion in them to be successful entrepreneur of the future,
3. To encourage the sense of creativity and responsibility among the students helping them in identifying their unexplored potentials by materializing innovative business ideas into reality.

**Judges:** Following teachers have been appointed judges to evaluate the students in the Marketing Fest on the basis of common criterion laid down by the organizing committee.

1. Dr. Manoj Aroa
2. Dr. Rishi Kesh
2. Dr. Harleen Kaur

**Brief Description about the Event:** Marketing Fest has been organized for all the students of different Classes in the College. Total 78 students in 19 teams comprising 3 to 5 students of different classes in each team participated in the event. Each team was made to organise and manage different stalls in the college campus by its own resources. Stalls were mainly of the food items/ confectionery/ cloth wears/ artistic goods/cosmetics/ Fun games /domestic goods/ home decorative items/ fashion/ toys/ Mobile accessories etc. as per the choice of the team



members. Each team was provided basic infrastructure by the organising committee. All the teams were made to deposit a fixed amount equivalent to the cost of providing basic infrastructure to each team for putting the stall. All the teams were required to sell their goods to the consumers by using their marketing skills. Old students of this college have also participated in the event. Fest was graced by the presence of President of the Management Committee Sh. Komal Kumar Jain along with the other worthy members of the management committee. All the Stall were decorated in a very good manner by the participants.









The detail of the students who participated in the event is given as under

### Participants of Marketing Fest – 2023

| Stall No. | Name of the Stall | Name of the Students | Class       | Roll No. | Items                                                             |
|-----------|-------------------|----------------------|-------------|----------|-------------------------------------------------------------------|
| 1         | Cos Y Not         | Khushbu Sharma       | B.Com III B | 1669     | Dahi Sev Puri, Mocktails Cupcakes and Ice creams                  |
|           |                   | Rajni                | B.Com III B | 1654     |                                                                   |
|           |                   | Vicky Rajput         | B.Com III B | 1641     |                                                                   |
|           |                   | Sahil Bajaj          | B.Com III B | 1642     |                                                                   |
| 2         | The Foodie Street | Sarthak              | B.Com I MB  | 438      | Gola, Kulcha Pizza , Veg Bhel and Soft Drinks ,Crispy Boats       |
|           |                   | Vanshika             | B.Com I MB  | 435      |                                                                   |
|           |                   | Chetanya             | B.Com I MB  | 405      |                                                                   |
|           |                   | Tamana               | B.Com I MB  | 432      |                                                                   |
|           |                   | Vedika               | B.Com I MB  | 436      |                                                                   |
| 3         | Beynaam Adda      | Hansika Khanna       | BBA III     | 310      | Garlic Bread Golgappe, Fries , Cold Coffee, Tea , Pasta and Games |
|           |                   | Khushi               | BBA III     | 326      |                                                                   |
|           |                   | Geetanshi            | BBA III     | 309      |                                                                   |
|           |                   | Ashish               | BBA III     | 314      |                                                                   |
|           |                   | Raghav               | B.Com III   | 1531     |                                                                   |
| 4         | Blended Treats    | Himane Gupta         | B.Com III A | 1511     | Shakes , Juices and Sweet Corns                                   |
|           |                   | Divyansh Saddana     | B.Com III A | 1513     |                                                                   |
|           |                   | Chandan Verma        | B.Com III A | 1530     |                                                                   |
|           |                   | Priyanshu            | B.Com III A | 1568     |                                                                   |
| 5         | One 2 ka 4        | Gautam Jain          | B.Com VI MB | 1420     | Games and Drinks                                                  |
|           |                   | Manik Jindal         | B.Com VI MB | 1419     |                                                                   |
|           |                   | Nakul Gupta          | B.Com VI MB | 1422     |                                                                   |
|           |                   | Dipanshu Bhola       | B.Com VI MB | 1410     |                                                                   |
|           |                   | Abubhav Rai          | B.Com VI MB | 1411     |                                                                   |
| 6         | Street Foodies    | Kushal               | B.Com I B   | 639      | Juices , Momos and Spring Roll                                    |
|           |                   | Yuvraj               | B.Com I B   | 666      |                                                                   |
|           |                   | Alok                 | B.Com I B   | 606      |                                                                   |
|           |                   | Nikhil               | B.Com I B   | 646      |                                                                   |
|           |                   | Aditya               | B.Com I B   | 604      |                                                                   |
| 7         | Paiza Wasool      | Ashu                 | BBA II      | 208      | Spiral Potato and Mocktails                                       |
|           |                   | Samarth              | BBA II      | 246      |                                                                   |
|           |                   | Mani Shah            | B.Com II B  | 1124     |                                                                   |
|           |                   | Raghav Vasan         | B.Com II B  | 1140     |                                                                   |
| 8         | Munch and Play    | Krishna              | BBA I B     | 167      | Golgappe, Cheese Bun, Drinks, Cake , Bhelpuri, Games              |
|           |                   | Dipti                | BBA I B     | 157      |                                                                   |
|           |                   | Riya                 | BBA I B     | 181      |                                                                   |

|    |                      |                 |              |      |                                                                             |
|----|----------------------|-----------------|--------------|------|-----------------------------------------------------------------------------|
|    |                      | Ashutosh        | BBA I B      | 153  |                                                                             |
|    |                      | Hardik          | BBA I B      | 161  |                                                                             |
| 9  | Buns and Pies        | Lakshay Kalra   | Alumni       |      | Burgers , Wraps , Fries , Shakes and Mojito , Starters and Sandwiches       |
| 10 | Games Masti          | Nutan           | B.Com III A  | 1544 | Games and Photography                                                       |
|    |                      | Prinkle         | B.Com III A  | 1501 |                                                                             |
|    |                      | Arjun           | B.Com III A  | 1502 |                                                                             |
|    |                      | Vijay           | B.Com III A  | 1509 |                                                                             |
|    |                      | Manil           | B.Com III A  | 1514 |                                                                             |
| 11 | Cake District        | Aakriti         | B.Com III MB | 1402 | Games and All types of Cakes and Pastries                                   |
|    |                      | Anubhav         | B.Com III MB | 1401 |                                                                             |
|    |                      | Vansh           | B.Com I A    | 563  |                                                                             |
|    |                      | Bhavya          | B.Com I A    | 511  |                                                                             |
|    |                      | Dharmansh       | B.Com I A    | 518  |                                                                             |
| 12 | Nakhro Vala Nagar    | Piyush          | B.Com II B   | 1134 | Maggi and Fried Items , Honey chilly Potato , Sandwich, Mc Puffs and Drinks |
|    |                      | Milan           | B.Com II A   | 1065 |                                                                             |
|    |                      | Sakshi          | B.Com II B   | 1150 |                                                                             |
|    |                      | Nandini         | B.Com II B   | 1171 |                                                                             |
|    |                      | Mannat          | B.Com II B   | 1125 |                                                                             |
| 13 | Quick Bites          | Sneha           | B.Com II     | 1157 | Spring Roll, Momos, Chai,                                                   |
|    |                      | Khushboo        | B.Com II     | 1120 |                                                                             |
|    |                      | Navya Jain      | BBA I        | 125  |                                                                             |
|    |                      | Raman yadav     | BBA I        | 128  |                                                                             |
|    |                      | Tarun           | BBA I        | 135  |                                                                             |
| 14 | Tasty Treats         | Parav Jain      | B.Com I MB   | 420  | Dahi Bhalle and Gol Gappe                                                   |
|    |                      | Bhavya          | B.Com I MB   | 403  |                                                                             |
|    |                      | Bhavin Kohli    | B.Com I MB   | 402  |                                                                             |
|    |                      | Paras           | B.Com I MB   | 418  |                                                                             |
|    |                      | Shreya          | B.Com I MB   | 429  |                                                                             |
| 15 | The Momo Hut         | Rajeev Kochar   | B.Com I MB   | 423  | Momos                                                                       |
|    |                      | Drishti Chamola | B.Com I MB   | 409  |                                                                             |
|    |                      | Gungun          | B.Com I MB   | 440  |                                                                             |
|    |                      | Chetan Kundra   | B.Com I MB   | 404  |                                                                             |
|    |                      | Ubhav Gupta     | B.Com I MB   | 433  |                                                                             |
| 16 | AK Accessories       | Abhay Chhabra   | B.Com I B    | 602  | Accessories ( Wallets , Belts , Sunglasses )and Chocolates                  |
|    |                      | Himanshu Arora  | B.Com I B    | 625  |                                                                             |
|    |                      | Aryan Chawla    | B.Com I B    | 614  |                                                                             |
|    |                      | Kavya Gupta     | B.Com I B    | 631  |                                                                             |
| 17 | The Foodie Spotlight | Girik Sagar     | BBA I A      | 110  | Dahi Bhalla, Bread Cheese Pockets And Soft Drinks                           |
|    |                      | Tamanna         | BBA I A      | 134  |                                                                             |
|    |                      | Arushi Dhanda   | BBA I A      | 104  |                                                                             |
|    |                      | Divya Jain      | BBA I A      | 108  |                                                                             |



|    |                               |        |        |  |                      |
|----|-------------------------------|--------|--------|--|----------------------|
| 18 | The New Shades clothing Brand | Simran | Alumni |  | Ready made Garments  |
| 19 | Immigration Consultant        | Rohan  | Alumni |  | Consultancy Services |

### Criterion of Judgement:

Students were judged on the basis of following common criterion laid down for all the participants.

- I Marketing Tactics/ Business idea – 10 marks
- II Cleanliness/ Hygiene – 10 marks
- III Stall Presentation – 10 marks
- IV Resource Mobilisation/Sale – 10 Marks
- V Customer Handling – 10 Marks

Cultural items such as songs, Dances, Comedy items were also performed on the stage by the students. There was arrangement of the D.J by the college for the entertainment of all the students at the end of the fest. It was really a very interesting and good learning experience for all the participants. It was a vibrant amalgamation of fun-filled festivities and knowledge-sharing endeavors, encouraging participants to unleash their creativity for maximising profitability. Every participant has set an example of good cooperation and a perfect coordination among each other maintaining the idea of true team spirit. Each team has put its best efforts to do marketing of the business in a very interesting way through lucrative offers to the customers.









Marks have been awarded to each team by the judges after visiting individually to each stall as per the set criterion. Judges announced the winners. Team named as Tasty Treats got the first Prize and the teams namely One 2 Ka 4 and The Momos Hut have been declared second and third by the judges respectively. Team Cake District got the consolation prize. It was indeed a very much valuable and good learning experience for the participants.





Principal Dr. Sandeep Kumar commended the students for their remarkable dedication and initiative. He appreciated the vigorous efforts of all members of organizing committee i.e Mr. Rajiv Bhatia, Ms. Deepika Nanda and Ms. Manisha Bhandari for organizing such a successful and valuable event for the students providing practical exposure and hands-on learning opportunities to them.

Principal of the college Dr. Sandeep Kumar congratulated the winners and motivated all the students for participation in these kinds of events in future too for bridging the gap between theoretical knowledge and real-world practices of the business. Prizes were awarded to all the winners of Marketing Fest by the Principal of the college along with the staff members. Certificates of participation have also been given to each participant of the Fest. The Marketing Fest not only celebrated the spirit of innovation and entrepreneurship but also served as a catalyst for the holistic development of students, equipping them with the skills and knowledge essential for success in the dynamic field of Business.



**SHREE ATAM VALLABH JAIN COLLEGE**  
(Affiliated to Panjab University, Chandigarh)  
Managed by Shri Atma Nand Jain School Committee

**The Management, Staff  
& Students of  
SAVJC Cordially Invite you  
to  
MARKETING FEST 2024**

**Organised by Skill Development Cell  
Feb. 23, 2024 | Open at 10 a.m.**  
**Venue:- College Campus, Near Malhotra Resort,  
Ludhiana**

**ENTHRALLING & DELIGHTFUL** **CULTURAL BONANZA** **FUN GAMES** **NUMEROUS FOOD STALLS** **LIVE DJ**

**Komal Kumar Jain (President)** **Bhushan Kumar Jain (Admin. Secretary)** **Dr. Sandeep Kumar (Principal)** **Prof. Rajiv Bhatia (Event Coordinator)**

**Organising Committee:-  
Prof. Deepika Nanda & Prof. Manisha Bhandari**



(कोषाचार्य) काफ़ीसमी महोदय  
 गणेश जी लखनऊ लैंग विभाग कुशा  
 जीन अर्थात् जीन अन्विष्ट कुशा जीन  
 विकस्य जीन प्रभावित महोदय अशोक  
 कुशा जीन (राष्ट्रक) विकसित लखन  
 जीन (मृगय) लखनऊ, अर्थात्  
 प्रभावित जीन विभाग कुशा जीन फलन  
 जीन, लखन जीन और प्रोमोटरल  
 महोदय कुशा जीन उद्योग कि इस तरह  
 कि फलन में विभाग लखन कि विभाग  
 प्रभावितल विभाग और लख कि इस  
 तरह कि काफ़ीसमी कि लखन विभाग  
 अपने लख कि लखन महोदय

[illegible]



# श्री आत्म वल्लभ जैन कालेज में मार्केटिंग फेस्ट का आयोजन

लुधियाना, 24 फरवरी (भुविश) : श्री आत्म वल्लभ जैन कालेज में कौशल विकास सेल द्वारा मार्केटिंग फेस्ट का आयोजन किया गया। जिसका मुख्य उद्देश्य विभिन्न गतिविधियों के जरिए विद्यार्थियों में मार्केटिंग और फाइनेंशियल स्किल्स को बढ़ावा देना था। सांस्कृतिक कार्यक्रम, डांस, म्यूजिक, कई तरह की प्रतियोगिताएं भी इस फेस्ट का मुख्य हिस्सा थी।

इस मौके के जरिए छात्रों को बिजनेस से संबंधित चुनौतियों और अवसरों के बारे में अधिक जानने का अवसर मिला। कार्यक्रम में टीम-

टेस्टी ट्रीट प्रथम रही जिसके पार्टिसिपेंट्स परव जैन, भव्या, भाविन कोहली, पारस थे। टीम-वन 2 का न दूसरे स्थान पर रही जिसके पार्टिसिपेंट्स गीतम जैन, माणिक जिंदल, नकुल गुप्ता, दीपाशु भोला, अनुभव राय थे। टीम-द मोमो हट तीसरे स्थान पर रही जिसके पार्टिसिपेंट्स राजीव, दुष्टि, गुनगुन, चेतन, उषल थे। केक डिस्ट्रीक्ट की संताना पुरस्कार मिला जिसके पार्टिसिपेंट्स आकृति, अनुभव, वंश, भव्य, धर्माशु थे।

इस अवसर पर कालेज प्रबंधक समिती के अध्यक्ष कीमल जैन ड्यूक, श्रीमती कमन जैन, सविष्ठ उपाध्याय

विश कुमार जैन, उपाध्याय अरुण जैन, प्रशासन सविष्ठ भूपन जैन, श्रीमती गुप्ता जैन, महाप्रबन्धक मनोहर लाल जैन, विन सोनियन संजय जैन, प्रबंधक अनुज जैन, संयुक्त सविष्ठ जतिन्ड जैन, कोषाध्यक्ष विनीत जैन, कार्यकारीणी मध्य राकेश जैन, ललित जैन, किरण जैन, अमित जैन, अमित जैन, विक्रम जैन, अशीष जैन, शिकंदर लाल जैन, अमित प्रभात जैन, विपन जैन, पवन जैन, नरेश जैन, शिमीला डा संदीप कुमार ने छात्रों का इस तरह के फेस्ट में हिस्सा लेने के लिए प्रोत्साहित किया।



श्री आत्म वल्लभ जैन कालेज में मार्केटिंग फेस्ट के दौरान प्रथम कीमल जैन ड्यूक व अन्य मुख्यमान्यों का सम्मान करते कालेज प्रिंसिपल डा. संदीप कुमार व अन्य।



श्री आत्म वल्लभ जैन कालेज में मार्केटिंग फेस्ट के दौरान विजेता विद्यार्थी - हो कालेज

## मार्केटिंग फेस्ट के जरिए दिखाया हुनर

जागरण संवाददाता, लुधियाना : श्री आत्म वल्लभ जैन कालेज में कौशल विकास सेल द्वारा मार्केटिंग फेस्ट आयोजित किया गया। विभिन्न गतिविधियों के जरिए विद्यार्थियों ने मार्केटिंग और फाइनेंशियल स्किल्स को बढ़ावा देने के लिए इस फेस्ट का आयोजन किया। सांस्कृतिक कार्यक्रम, डांस, म्यूजिक, कई तरह की प्रतियोगिताएं इस फेस्ट का मुख्य हिस्सा रही। फेस्ट में 20 टीमों ने स्टाफ लगाए जिसमें खाने-पीने की चीजें-

मोमो हट, टेस्टी ट्रीट, बेनाम अड़डा, खाने के साथ नखरा फ्री, पैसा वसूल, केक डिस्ट्रीक्ट, वन टू का फोर, मंच प्लेगैम्स आदि शामिल रहे। कालेज विद्यार्थियों ने बढ़ चढ़ कर हिस्सा लिया। टेस्टी ट्रीट प्रथम रही जिसके प्रतिभागी परव जैन, भव्या, भाविन कोहली, पारस रहे। वन टू का फोर टीम दूसरे स्थान पर रही जिसके गीतम जैन, माणिक जिंदल, नकुल गुप्ता, दीपाशु भोला, अनुभव राय तथा द मोमो हट तीसरे स्थान पर रही।



## SHREE ATAM VALLABH JAIN COLLEGE

Shree Atam Vallabh Jain College, Ludhiana, hosted a marketing fest to improve marketing and entrepreneurial skills of students. The fest featured an array of activities such as gaming, culinary delights and cocktail offerings, all curated by the students themselves. A total of 20 teams participated in the fest. The first prize was won by the team comprising Parav Jain, Bhavya, Bhavin Kohli and Paras. The second prize was bagged by Gautam Jain, Manik Jindal, Nakul Gupta, Dipanshu Bhole and Anubhav Rai while Rajeev, Dhriti, Gungun, Chetan and Ubhav won the third prize. The consolation prize was awarded to Aakriti, Anubhav, Vansh, Bhavya and Dharmanash's team.



( Rajiv Bhatia)

Assistant Prof. in Economics

Convener

Skill Development Cell



Principal

# Vestibule Training



## Report of Audit Visit to Superior Food Grains Pvt. Ltd., Shamli.Karnal

|                                                               |                                                                                                           |
|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| <b>Activity</b>                                               | <b>Audit Visit</b>                                                                                        |
| <b>Industry- Institute Interface<br/>&amp; Placement Cell</b> | Dr.Sandeep K. Bansal (Convener)<br>Ms.Preeti - Member<br>Dr.Kiranpreet Kaur - Member                      |
| <b>Dates of visit</b>                                         | 23 <sup>rd</sup> Aug. to 26 <sup>th</sup> Aug. 2023                                                       |
| <b>Time</b>                                                   | Full day                                                                                                  |
| <b>Venue</b>                                                  | Superior Food Grains Pvt. Ltd.                                                                            |
| <b>No. of Students</b>                                        | 02 Students of B.Com.5 <sup>th</sup> Sem.                                                                 |
| <b>Objective of Visit</b>                                     | To give exposure and understanding of Audit<br>Process of Superior Food Grains Pvt. Ltd.to<br>thestudents |

The audit visit was organized by Industry-Institute Interface & Placement Cell for the students of B. Com. 5<sup>th</sup> Sem. During the visit students were explained about the internal audit process of industry and check list of various items to be verified. Students were guided about the audit process and assigned the work to be done during the visit. Then students verified all the accounts of the company and also physically verified all the stock records. Further, students have also physically verified all the records of warehouse of Superior Food Grains Pvt.Ltd.. At the last step students have prepared a preliminary report and submit it to CA Nitin Jain for finalising the final report.

  
Convener

  
Principal

## Report of Industry Visit to Indra Hosiery Mills , Ludhiana

**Activity** Industrial Visit  
**Convener** Dr. Sandeep K. Bansal  
**Dates of visit** 2<sup>nd</sup> Sept. 2023.  
**Time** 11:00 am to 2:00 pm  
**Venue** Indra Hosiery Mills , Ludhiana  
**No. of Students** 45 (BBA Ist Sem.)  
**Objective of Visit** To give exposure and understanding of Production Process of Hosiery Industry to the students.

### Accompanying Teachers Dr. Sandeep K. Bansal & Prof. Preeti

The industrial visit was organized by Industry-Institute Interface & Placement Cell for the students of BBA Ist Sem.. During the visit students were explained about the history, production process of hosiery products by Indra Hosiery Mills Ludhiana. Students were also briefed about the procurement of raw material for the manufacturing of hosiery products and the various steps of production process. Students visited the various departments of the organization. Senior executive of the plant also give the answer of the questions raised by students regarding production process. Information regarding the marketing strategies of the company was also discussed with the students







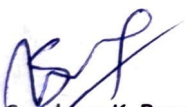


## व्यावहारिक ज्ञान के लिए औद्योगिक दौरा करवाया



लुधियाना। श्री आत्म वल्लभ जैन कॉलेज के उद्योग संस्थान इंटरफेस और प्लेसमेंट सेल द्वारा इंटरनल क्वालिटी एशोरेंस सेल के मार्ग दर्शन तहत बीबीए पहले वर्ष के छात्रों को इंदिरा हौजरी का दौरा करवाया गया। इस दौरे का उद्देश्य छात्रों को उनके पाठ्यक्रम के साथ-साथ उद्योग जगत से परिचित कराना था। प्रो प्रीति जैन और डॉ संदीप कुमार बांसल की अगुआई में छात्र हौजरी पहुंचे और वहां पहुंच कर उन्होंने व्यावहारिक रूप से होजरी में उत्पादन प्रक्रिया, लेजर प्रिंटिंग, डिजाइनिंग, कढ़ाई के बारे में ज्ञान प्राप्त किया। छात्रों ने सीखा कि सैद्धांतिक अवधारणाओं को कैसे क्रियान्वित किया जाता है।

## जनकाना साहिब स्कूल विजेता पोस्टर मेकिंग

  
Dr. Sandeep K. Bansal  
Convener

  
Principal



# Experiential Learning from Corporate

### Report

**Event :** Guest Lecture on " Stock Trading and Portfolio Management"  
**Organiser:** Skill Development Cell  
**Convener :** Mr. Rajiv Bhatia  
**Members of Cell :** Ms. Deepika Nanda  
Ms. Manisha Bhandari  
**Date:** 16<sup>th</sup> September, 2023  
**Time:** 11 am  
**Venue:** Conference hall  
**No. of Students Participated:** 50 students

**Objectives of the Event:** 1. To educate the participants about the fundamentals of stock trading, including stock market operations, trading strategies, and portfolio management, equipping the participants with knowledge and skills essential for making rational investment decisions in the stock market.

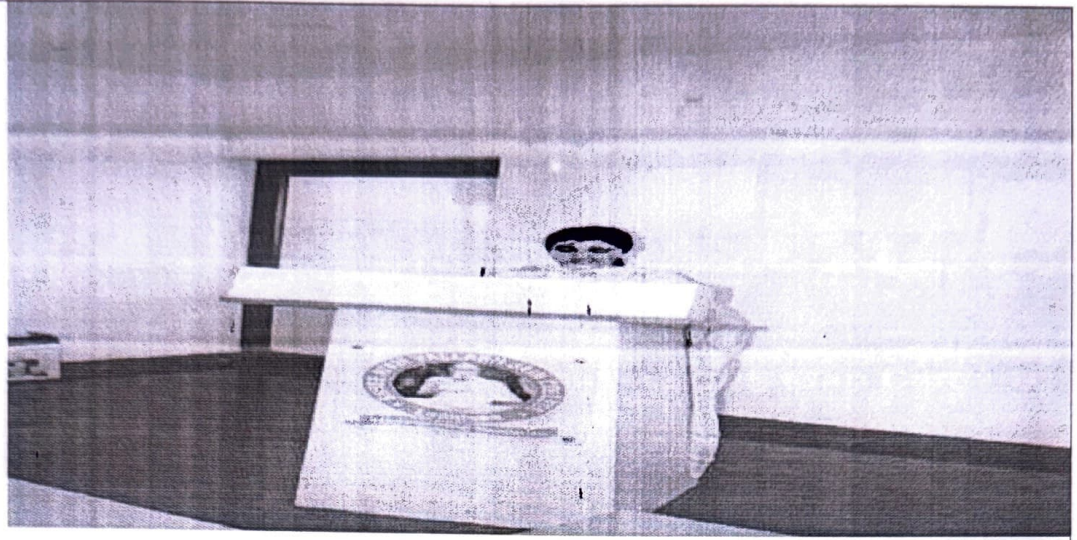
2. To promote financial literacy and awareness among participants, enabling them to navigate the complexities of the stock market confidently.

**Resource Person:** Mr. Jayant Syngal

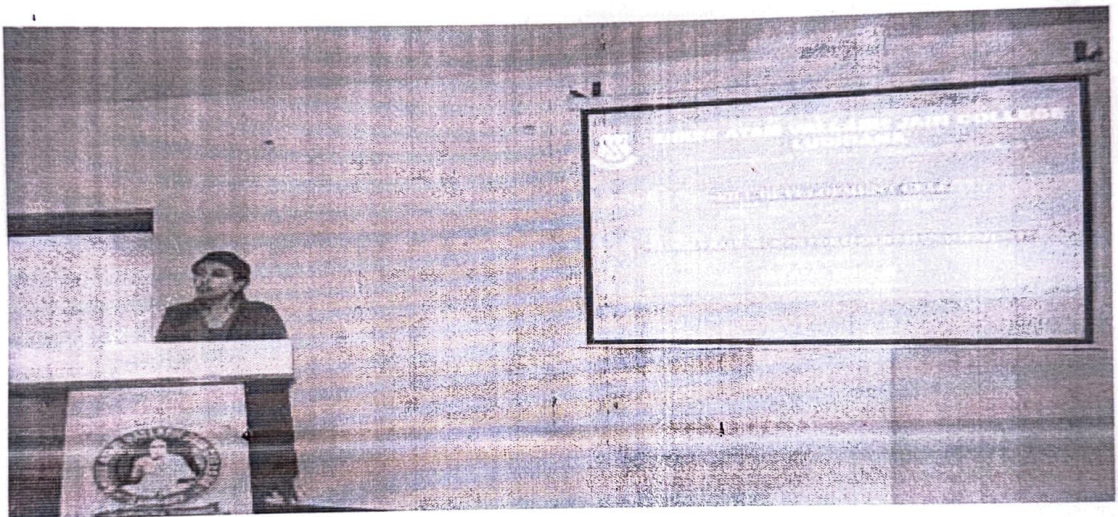
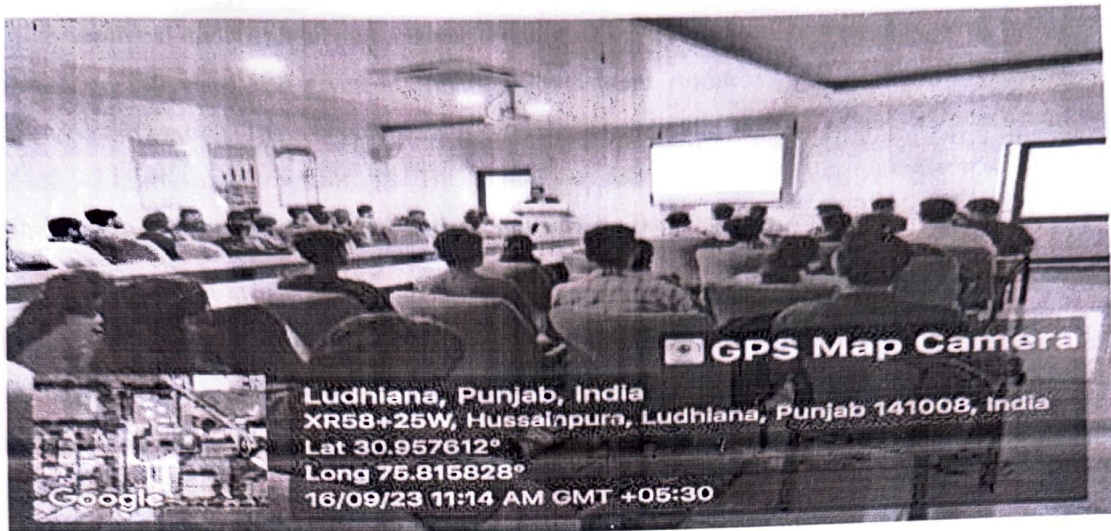
**Designation:** Chartered Accountant and owner of Jyant Syngal & Co.

**Brief Description about the Event:** A guest lecture was organized by the Skill Development cell of the college for final year students B.Com and BBA to make them aware of the Stock trading Scenario and how they can manage their portfolios. The Lecture was delivered by CA Jayant Syngal, a practicing Chartered Accountant, specialized in taxation and management consultation. He is a renowned expert in the field of Finance and Stock trading and has a commendable record of assisting numerous individuals and organizations to financial success. The lecture started with a formal welcome note presented by Ms. Deepika Nanda. Later on, the stage was handed over to CA Jayant Syngal. He started the topic with an introduction to the stock trading fundamentals, a comprehensive overview of stock markets, their functions, and key players.





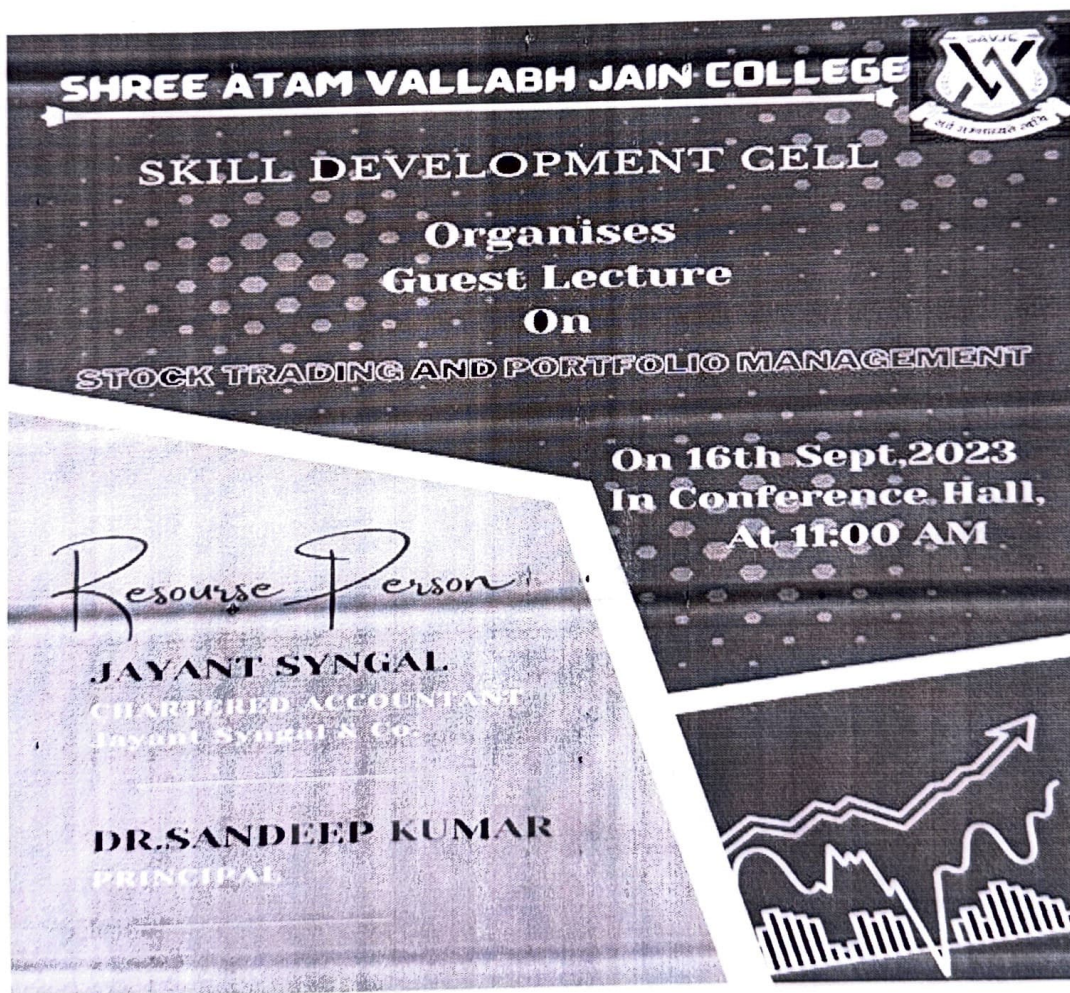






Both technical and fundamental analysis methods for stock selection were discussed with the students. They were also given information about tools, resources, and platforms for stock – research and trading. The resource person delivered an effective analysis of real-life stock market scenarios to illustrate key concepts. The lecture was followed by the question-answer session in which students cleared their doubts and got answers for their queries.

The session was really very thought-provoking and knowledgeable for the students. Ms. Manisha Bhandari presented the vote of thanks to the worthy guest and concluded the session by highlighting the various important points discussed by the speaker. Principal Dr. Sandeep Kumar honoured the speaker and appreciated the efforts of Skill Development Cell for organising such a valuable lecture for the students, dealing with the practical dimensions of Stock trading analysis.



**SHREE ATAM VALLABH JAIN COLLEGE**

**SKILL DEVELOPMENT CELL**

**Organises**  
**Guest Lecture**  
**On**  
**STOCK TRADING AND PORTFOLIO MANAGEMENT**

**On 16th Sept, 2023**  
**In Conference Hall,**  
**At 11:00 AM**

*Resource Person*  
**JAYANT SYNGAL**  
CHARTERED ACCOUNTANT  
Jayant Syngal & Co.

**DR. SANDEEP KUMAR**  
PRINCIPAL



पंजाब, रविवार, 17 सितंबर, 2023

## स्टॉक ट्रेडिंग पर लेक्चर करवाया

तुधियाना|श्री आत्म बल्लभ जैन कॉलेज में स्किल डेवलपमेंट सेल द्वारा इंटरनल क्वालिटी एशोरेंस सेल के मार्ग दर्शन तहत बीकॉम व बीबीए के छात्रों के लिए स्टॉक ट्रेडिंग और पोर्टफोलियो मैनेजमेंट पर गेस्ट लेक्चर का आयोजन किया। जयंत संयगल (सीए) इस लेक्चर के वक्ता थे, जिन्होंने शेयर बाजार की जटिल कार्यप्रणाली और एक अच्छी तरह से संतुलित पोर्टफोलियो तैयार करने की कला के बारे में बताया। कॉलेज प्रबंध समिति के प्रधान कोमल कुमार जैन, मैनेजिंग कमेटी के अन्य सदस्यों और प्रिंसिपल डॉ संदीप कुमार ने इस गेस्ट लेक्चर का आयोजन करने के लिए स्टाफ की सराहना की और वक्ता का धन्यवाद किया और कहा कि इस प्रकार के व्याख्यान छात्रों को सैद्धांतिक ज्ञान के साथ व्यावहारिक ज्ञान प्राप्त करने में मदद करते हैं।

( Rajiv Bhatia)

Assistant Prof. in Economics

Convener

Skill Development Cell

Principal



## Report

|                              |                                                   |
|------------------------------|---------------------------------------------------|
| <b>Activity:</b>             | Guest Lecture on "Effective Communication Skills" |
| <b>Organising Committee:</b> | Skill Development Cell                            |
| <b>Convener</b>              | Mr. Rajiv Bhatia                                  |
| <b>Members of Committee:</b> | Ms. Deepika Nanda<br>Ms. Manisha Bhandari         |
| <b>Date:</b>                 | 4 <sup>th</sup> October, 2023                     |
| <b>Time:</b>                 | 11 am                                             |
| <b>Venue:</b>                | Conference hall                                   |
| <b>No. of Participants:</b>  | 76 students (Annexure- I Attached)                |

**Objectives of the Event:** 1. To equip the participants with the knowledge, skills, and confidence to communicate effectively in various personal and professional contexts.

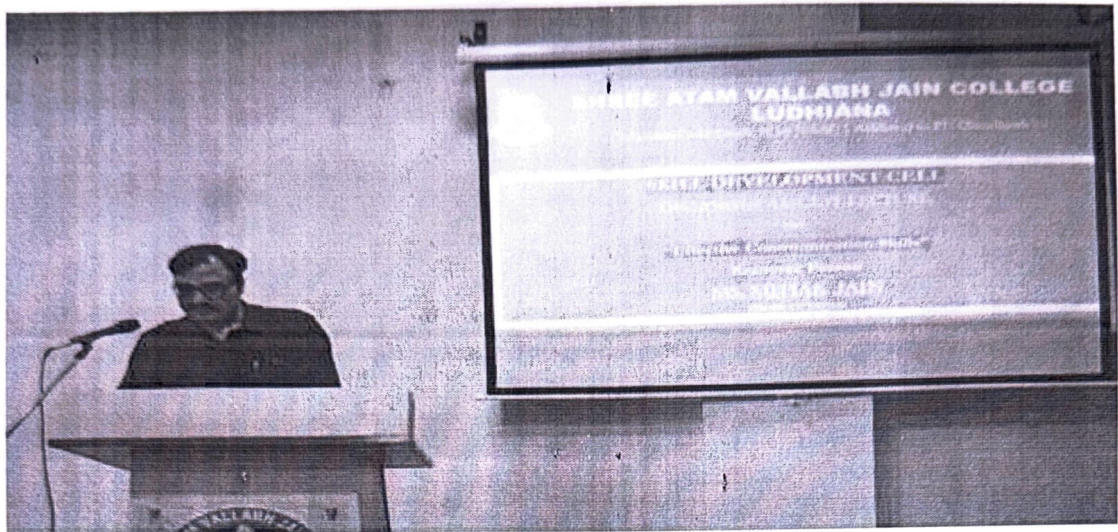
2. To discuss the techniques for clear and concise verbal communication, such as active listening, using appropriate language and tone, and structuring and conveying messages effectively.

**Resource Person :** Ms. Mehak Jain

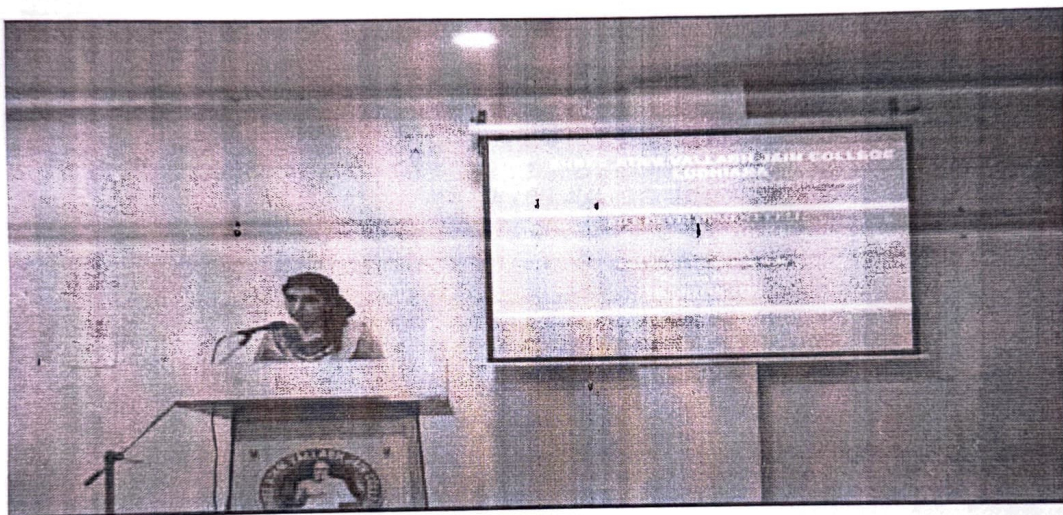
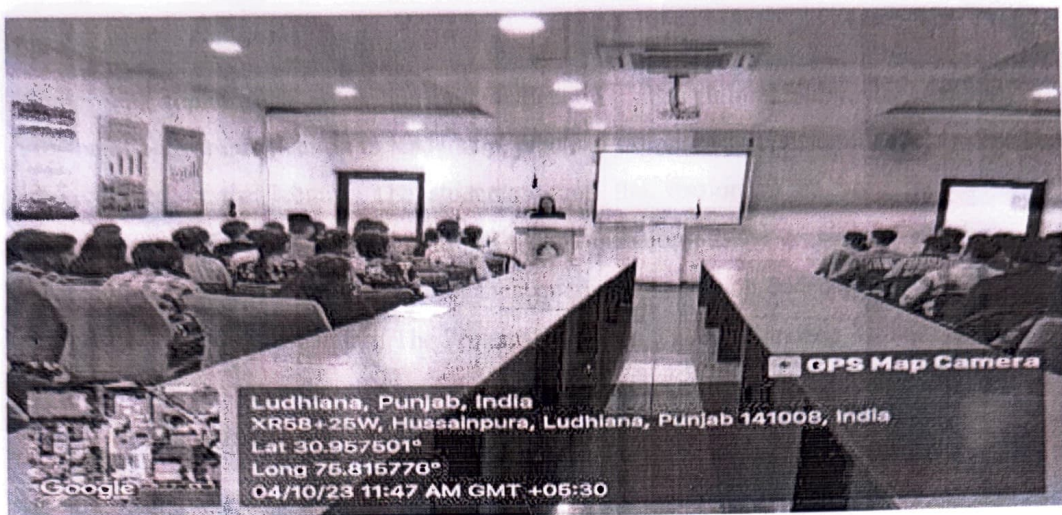
**Designation:** A renowned and qualified journalist in the field of print media working in Times of India

**Brief description about the Event:** A guest lecture was organized by the Skill Development cell of the college for the first year students of B.Com and BBA to make them aware of the dynamics of interpersonal communication, including strategies for building trust, empathy, and rapport with others, resolving conflicts constructively, and navigating challenging conversations. The lecture was delivered by Ms. Mehak Jain, a renowned and qualified journalist in the field of print media working in Times of India. The lecture started with a formal welcome note presented by Mr. Rajiv Bhatia. Resource person started the topic with an introduction to verbal communication. The lecture also highlighted the significance of nonverbal cues (body language, facial expressions, and gestures) in conveying messages and building rapport, and provides strategies for enhancing nonverbal communication.











Some other topics such as written communication skills, cultural sensitivity, feedback and collaboration, communication in leadership, practical exercises and personal development were also covered in the lecture. The students found the session to be very interesting and knowledgeable. The lecture was followed by the question-answer session in which students cleared their doubts and got answers for their queries. The session ended with a vote of thanks given by Ms. Manisha Bhandari. The Principal of the college Dr. Sandeep Kumar honoured the speaker and appreciated the efforts of the Skill Development cell for organising such a fruitful lecture for the students.



SHREE ATAM VALLABH JAIN COLLEGE  
LUDHIANA

SKILL DEVELOPMENT CELL  
ORGANISES  
GUEST LECTURE  
ON  
EFFECTIVE COMMUNICATION  
SKILLS

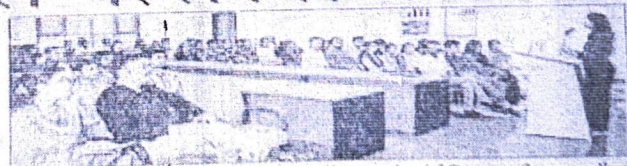
On 04 Oct. 2023 At 11.00 AM  
IN CONFERENCE HALL

OUR RESOURCE PERSON  
MS. MEHAK JAIN  
(TIMES OF INDIA)

## श्री आत्म वल्लभ जैन कालेज में 'प्रभावी संचार कौशल' पर लैक्चर आयोजित

लुधियाना, 4 अक्टूबर (भूपेश): श्री आत्म वल्लभ जैन कालेज के कौशल विकास सेल ने इंटरनल क्वालिटी एश्योरेंस सेल (आई.क्यू.ए.सी.) के मार्गदर्शन तहत 'प्रभावी संचार कौशल' विषय पर केंद्रित एक नैस्टरलैक्चर का आयोजन किया जिसमें टाइम्स ऑफ इंडिया की सुश्री महक जैन रिसोर्स पर्सन के रूप में शामिल हुईं।

उन्होंने बताया कि आज की गतिशील दुनिया में संचार कौशल सफलता की कुंजी है। इस सीमिनार ने छात्रों को मूल्यवान संचार कौशल



'प्रभावी संचार कौशल' पर आयोजित लेक्चर को संबोधित करती महक जैन।

प्राप्त करने का एक अनुदा अक्सर प्रदान किया। इस दौरान विषयों में मौखिक और गैर मौखिक संचार, लिखित अभिव्यक्ति, पारस्परिक गतिशीलता, प्रस्तुति दक्षता और डिजिटल संचार की बारीकियां

शामिल रही।

कालेज प्रबंधक कपेरी के अध्यक्ष कोमल कुमार जैन इयूक. समिति के अन्य सदस्यों एवं प्रिंसिपल डा. संदीप कुमार ने रिसोर्स पर्सन का धन्यवाद किया।

(Rajiv Bhatia)

Assistant Prof. in Economics

Convener

Skill Development Cell

Principal



# ANNEXURE I - LIST OF STUDENTS PARTICIPATED

Date-04.10.2023

Guest Lecture on  
"Effective Communication Skills"

## Attendance Chart

| Serial No. | Name             | Class       | Roll No. | Signature        |
|------------|------------------|-------------|----------|------------------|
| 1          | Purviyashi       | B.Com Ist-A | 544      | Purviyashi       |
| 2          | Khushpreet Kaur  | B.Com Ist-A | 510      | Khushpreet Kaur  |
| 3          | Babjiyest Kaur   | B.Com Ist-A | 512      | Babjiyest Kaur   |
| 4          | Naina            | B.Com Ist-A | 534      | Naina            |
| 5          | Amandeep Kaur    | B.Com Ist-A | 575      | Aman             |
| 6          | Jashpreet Kaur   | B.COM Ist A | 528      | Jashpreet Kaur   |
| 7          | Aayushi          | B.COM Ist A | 503      | Aayushi          |
| 8          | Gagan            | B.Com Ist A | 529      | Gagan            |
| 9          | Damanpreet Singh | B.Com Ist A | 517      | Damanpreet Singh |
| 10         | Parvati          | B.Com Ist A | 542      | Parvati          |
| 11         | Vanshika         | B.Com Ist A | 565      | Vanshika         |
| 12         | Diksha           | B.Com Ist A | 519      | Diksha           |
| 13         | Prishka          | B.Com Ist A | 520      | Prishka          |
| 14         | Bhumi            | B.Com Ist A | 513      | Bhumi            |
| 15         | Aashma           | B.COM Ist A | 501      | Aashma           |
| 16         | Samuel           | B.Com Ist A | 553      | Samuel           |
| 17         | Pankaj           | B.COM Ist A | 508      | Pankaj           |
| 18         | Pankaj           | B.COM Ist A | 541      | Pankaj           |
| 19         | Vibha Rana       | B.COM Ist A | 586      | Vibha            |
| 20         | Shikha           | B.COM Ist A | 504      | Shikha           |

Date-04.10.2023

Guest Lecture on  
"Effective Communication Skills"

Attendance Chart

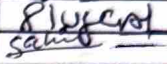
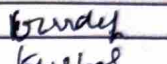
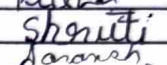
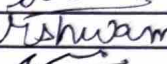
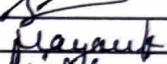
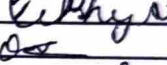
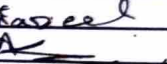
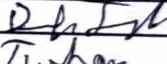
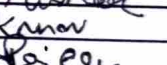
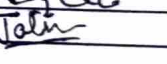
| Serial No. | Name           | Class                    | Roll No. | Signature     |
|------------|----------------|--------------------------|----------|---------------|
| 1          | Kumkum         | B.Com. 1 <sup>st</sup> B | 636      | Kumkum        |
| 2          | Khushnuma      | B.Com. 1 <sup>st</sup> B | 632      | Khushnuma     |
| 3          | Anshika        | B.Com 1 <sup>st</sup> MB | 401      | Anshika.      |
| 4          | Divanshi Jain  | B.Com 1 <sup>st</sup> MB | 407      | Divanshi Jain |
| 5          | Vanshika Gaba. | B.Com 1 <sup>st</sup> MB | 434      | Vanshika      |
| 6          | Kamish Gupta   | BBA 1 <sup>st</sup>      | 114      | Kamish        |
| 7          | Ashay Targri   | BBA 1 <sup>st</sup> (A)  | 120      | Ashay Targri  |
| 8          | Aditya Jain    | BBA 1 <sup>st</sup> (A)  | 101      | Aditya Jain   |
| 9          | Sujal Kumar    | BBA 1 <sup>st</sup> (A)  | 146      | Sujal Kumar   |
| 10         | Damanra        | BBA 1 <sup>st</sup> (A)  | 134      | Damanra       |
| 11         | Jyoti Gupta    | BBA 1 <sup>st</sup> (A)  | 113      | Jyoti         |
| 12         | Krushik.       | BBA 1 <sup>st</sup> (A)  | 118      | Krushik.      |
| 13         | Krushik        | BBA 1 (A)                | 116      | Krushik       |
| 14         | Ancha.         | BBA 1 (A)                | 130      | Ancha.        |
| 15         | Shruti         | B.Com 1 (B)              | 616      | Shruti        |
| 16         | Raman          | B.Com 1 (B)              | 618      | Raman         |
| 17         | Ramya          | B.Com 1 (C.B)            | 631      | Ramya         |
|            |                |                          |          |               |
|            |                |                          |          |               |
|            |                |                          |          |               |



Guest Lecture on  
"Effective Communication Skills"

Date-04.10.2023

Attendance Chart

| Serial No. | Name             | Class   | Roll No. | Signature                                                                             |
|------------|------------------|---------|----------|---------------------------------------------------------------------------------------|
| 1          | Rajat Tanya      | B.Com I | 548      |    |
| 2          | Dhyanesh Dhanwan | B.Com I | 569      |    |
| 3          | V. Sahil chugh   | B.Com I | 659      |    |
| 4          | Ajit Burdarp     | B.Com I | 623      |    |
| 5          | Kushal           | B.Com I | 638      |    |
| 6          | Shrutti          | B.Com I | 558      |    |
| 7          | Saranah          | B.B.A I | 131      |    |
| 8          | Vishwan          | B.B.A I | 138      |    |
| 9          | Alak Bhoduni     | B.Com I | 606      |   |
| 10         | Mayank           | B.B.A I | 145      |  |
| 11         | Vishnyat         | B.B.A I | 151      |  |
| 12         | ONUKMA           | BBT     | 121      |  |
| 13         | Tanzeel          | BBT     | 102      |  |
| 14         | Akshita          | BBT     | 123      |  |
| 15         | Deep Singh       | B.B.T   | 107      |  |
| 16         | Tushar Singh     | B.B.A I | 137      |  |
| 17         | Kanav            | B.Com I | 473      |  |
| 18         | Rajeev           | B.Com I | 423      |  |
| 19         | Jatin            | B.Com I | 412      |  |

# Discussion on Live Budget



## Budget Pe Charcha

|                               |                                                                                                                                                       |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity</b>               | - Budget Pe Charcha                                                                                                                                   |
| <b>Organising Committee</b>   | - Dr. Rishi Kesh (Convener), Dr. Harleen (Member),<br>Dr. Shilpa(Member) and Prof. Amit Goyal (Member)                                                |
| <b>Date</b>                   | - 1 <sup>st</sup> February, 2024                                                                                                                      |
| <b>Time</b>                   | - 9.30 a.m.                                                                                                                                           |
| <b>No. of Participants</b>    | - 60 students and 9 teachers                                                                                                                          |
| <b>Objective of the Event</b> | - The objective of the "Budget Pe Charcha" session was to create an informative platform for discussion and analysis of the Indian Union Budget-2024. |

### About the Event

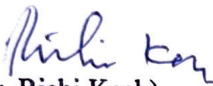
A thought-provoking session on 'Budget Pe Charcha' was skilfully organized under the guidance of IQAC in the Conference Room of the college. The aim of the event was to foster a deeper understanding of the Indian economy and the Union Budget. The event was meticulously planned and executed, comprising two integral components: a pre-budget discussion and a live Budget show followed by an insightful discourse.

**The pre-budget session** commenced with Dr. Harleen Kaur and Dr. Shilpa delivering an in-depth analysis of the Indian economy review. Principal Dr. Sandeep Kumar shared valuable insights into the current state of the Indian economy, shedding light on crucial aspects such as inflation, GDP, and influence of Artificial Intelligence (AI). Dr. Rishi Kesh and Prof. Amit Goyal skilfully highlighted the key features of the previous budget, drawing parallels between the government's past policies and the present economic landscape.

Following the pre-budget discussions, participants had the unique opportunity to witness a live telecast of the Interim Budget presentation by Finance Minister Mrs. Nirmala Sitharaman in the esteemed Parliament. This real-time experience provided an unparalleled glimpse into the unveiling of the nation's financial blueprint, allowing participants to gain first-hand insights into the government's economic priorities and strategies. In the post-budget discourse, students actively participated in a thought-provoking discussion, meticulously reviewing the unchanged tax rules, analysing the government's initiatives towards a green revolution, and exploring other pertinent economic issues. The session

became a vibrant platform for intellectual discourse, where students and faculty members engaged in a detailed and insightful exchange of ideas and perspectives.

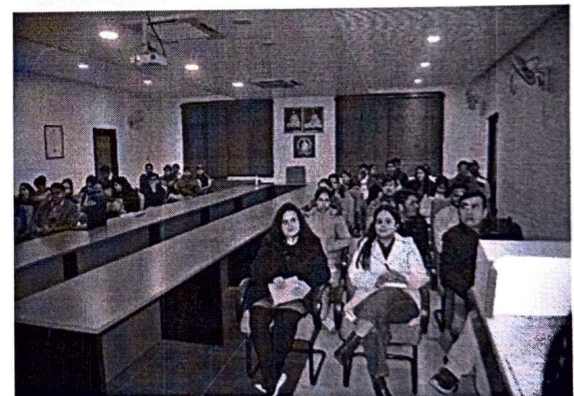
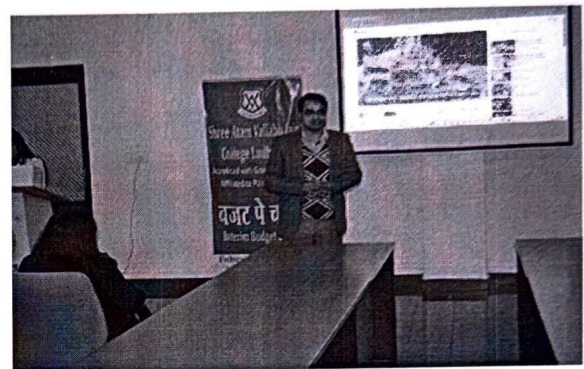
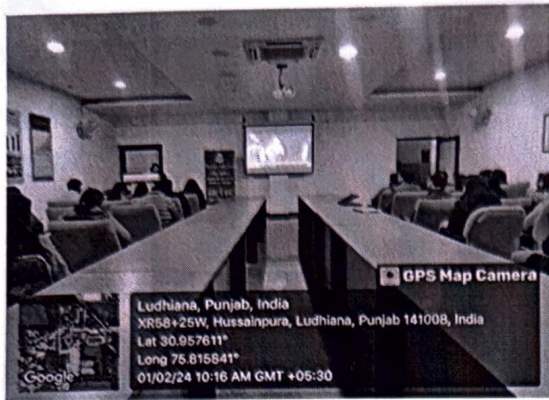
The "Budget Pe Charcha" event not only provided a platform for students to enhance their understanding of the Union Budget and its far-reaching implications but also encouraged them to critically analyse and evaluate the government's economic policies. The comprehensive nature of the session, encompassing both theoretical knowledge and practical applications, contributed to the overall development of the participants, equipping them with the necessary tools to navigate the complexities of the Indian economy with confidence.

  
(Dr. Rishi Kesh)  
Coordinator, IQAC

  
(Dr. Sandeep Kumar)  
Principal







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# Social Responsibility



## REPORT

|                               |                                                                         |
|-------------------------------|-------------------------------------------------------------------------|
| <b>Activity</b>               | - Visit to Slum Area                                                    |
| <b>Organising Committee</b>   | - Youth Club and NSS Unit                                               |
| <b>Organising Members</b>     | - Prof. Amit Goyal, Dr. Rishu Jain<br>Dr. Sandeep Bansal, Prof. Ruchika |
| <b>Date</b>                   | - November 10th, 2023                                                   |
| <b>No. of Participants</b>    | - 11 Teachers and 23 students                                           |
| <b>Objective of the Event</b> | - To sensitize the students for their social responsibility.            |

### About the Event

Shree Atam Vallabh Jain College radiantly celebrated Diwali, blending environmental awareness and community compassion in a vibrant Green Diwali celebration. The NSS and Youth Club of the college demonstrated their commitment to social responsibility by visiting a nearby slum area. There, Principal of the college along with teachers and students generously distributed clothes, eatables, and candles spreading festive joy among the less privileged and embodying the spirit of Diwali. The prime motive of this move was to sensitize the students towards their social responsibility and to inculcate human values amongst them.



Sh. Komal Kumar Jain (Duke), President of the College Management Committee, along with other committee members and Principal Dr. Sandeep Kumar, praised the teachers for their dedication to nurturing environmental responsibility.





## श्री आत्म वल्लभ जैन कॉलेज में ग्रीन दिवाली का आयोजन स

स्वर्णभूमि टाकस म्यूज, लुधियाना (पंजाब): श्री आत्म वल्लभ जैन कॉलेज में बुध को, ईको क्लब एवं एन.एस.एस. यूनिट द्वारा ग्रीन दीवाली का आयोजन किया गया। दीवाली का त्योहार हम जीवन में खुशी और समृद्धि लाने के लिए मनाते हैं। उत्सव की शुरुआत मंदिर में प्रार्थना और दीप जलाकर हुई। कॉलेज के विद्यार्थी ने सभी स्लैम को यह संदेश दिया कि ग्रीन दीवाली मना कर हम वायु प्रदूषण को रोक सकते हैं और पेट्रोल के कारण होने वाले हादसों से भी बच सकते हैं। इस अवसर पर विद्यार्थीओं की रंगोली, पोस्टर मेकिंग जैसी प्रतियोगिता भी



में पौधारोपण भी किया। प्रिंसिपल, रोहित, गुनगुन, सनी की टीम ने सदस्यों एवं प्रिंसिपल डॉ. संदीप स्टाफ एवं विद्यार्थीओं द्वारा गरीब रंगोली कम्पीटिशन में प्रथम एवं दीया कुमार ने के इस तरह के प्रयास की

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## SHREE ATAM VALLABH JAIN COLLEGE

Blending environmental awareness with community compassion, Shree Atam Vallabh Jain College celebrated a green Diwali. The festivities commenced after offering prayers at the college temple. The NSS and Youth Club demonstrated their commitment to social responsibility by visiting a slum, where they distributed clothes, eatables and candles, spreading a spirit of festive joy among the less privileged, embodying the spirit of Diwali. The Eco Club conducted activities to make students more eco-friendly. Diya Kashyap secured the first position in the poster-making competition while Nandini, Mehak, Rohit, Gun Gun and Sunny bagged the first prize in rangoli-making.

  
Amit Goyal  
Convener, Youth Club

  
Principal

# Value Added Courses



**REPORT**  
**OF**  
**SHORT TERM VALUE ADDED COURSE: DIGITAL MARKETING**

|                                      |                                                                  |
|--------------------------------------|------------------------------------------------------------------|
| <b>Short Term Value added course</b> | Digital Marketing                                                |
| <b>Convener</b>                      | Ms. Avriti                                                       |
| <b>Member</b>                        | Dr. Rishu Jain                                                   |
| <b>Date</b>                          | 4 <sup>th</sup> September, 2023 to 3 <sup>rd</sup> October, 2023 |
| <b>Time</b>                          | 1:50 PM                                                          |
| <b>Venue</b>                         | Computer Lab                                                     |
| <b>No. of Participants</b>           | 53                                                               |
| <b>Name of Resource Person</b>       | Mr. Viraj Jain                                                   |

**Objectives of the course:** The digital marketing course is specially initiated in the institution to help the students in understanding the basics as well as practical aspects of Digital Marketing, so that they can use the practical knowledge and skills so obtained through the course for their own business marketing and for vocational purpose as well. The course also helped the college to market its students well in the industry.

Also, the college provides cost-effective programs accessible to a wider range of students, including those who may have budget constraints or time limitations. Also, the course offer flexibility in terms of scheduling, making it easier for students to balance their studies with other commitments such as work or family responsibilities.

Short-term courses are designed to deliver focused and practical skills within a short timeframe. The short-term courses emphasize hands-on learning, providing students with practical experience in implementing digital marketing strategies. This can include working on real-world projects, case studies, and using industry-standard tools. Further this leads to the holistic

development of the students of the college and preparing them for the dynamic and rapidly evolving field of digital marketing. Certification provided to the students is a tangible credential to showcase on a resume, signaling to employers that the student has acquired specific skills in digital marketing.

## **DURATION**

The duration of the course was 30 hours and the classes took place within the college campus at the computer laboratory so as to enable the students to use computers for hands on practice.

## **Course Content and Syllabus**

The course was designed keeping in mind the insights of industry demand and accordingly the syllabus of the course included the following contents:

Topic 1- Digital Marketing Framework

Topic 2- Landing Page

Topic 3- Content Writing

Topic 4- Search Engine Optimization, Google Search Console

Topic 5- Google Ads

Topic 6- Meta Framework

Topic 7- Social Media Marketing

## **FEE STRUCTURE**

A fee of Rs.1000 was charged from each student as the course was self-financed and this helped to cover up the cost incurred in the smooth running of the course. Moreover, the fund collected was used for paying of honorarium to the resource persons for their professional and technical training provided to the students.

## **PARTICIPATING STUDENTS**

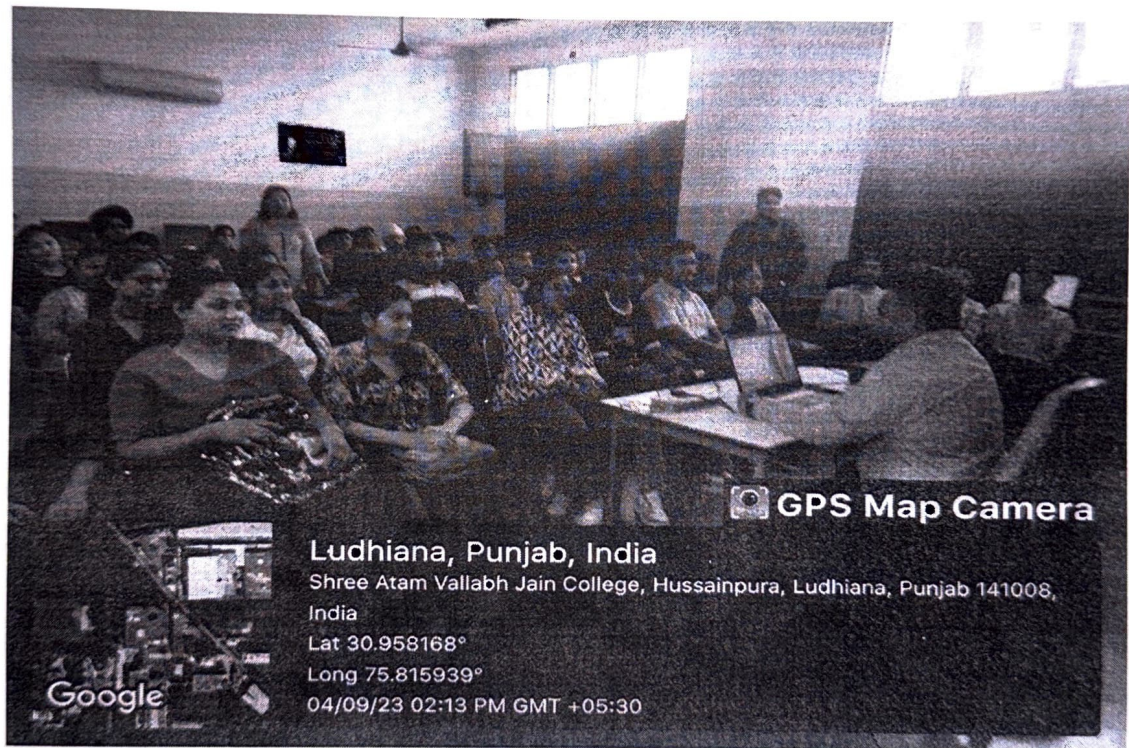
The course aimed to nurture students of B.Com I, II, III and B.BA I, II, III in order to provide them opportunity to enhance their skills and knowledge.

## **List of Students Enrolled in Value Added Course**

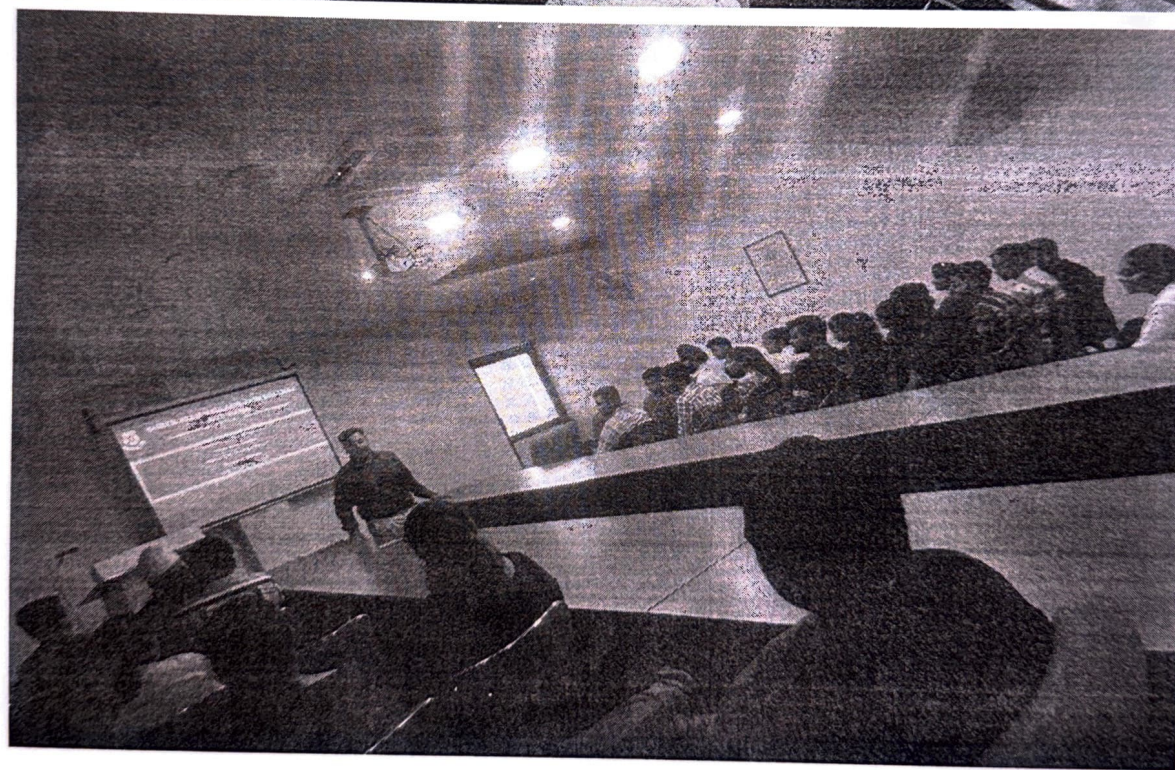
## **About the Event**



The 'Committee on Value Added Courses' of the college successfully conducted a Value Added Course on DIGITAL MARKETING from 6th March to 31st March to give practical exposure to the students regarding use of Digital Marketing tools. Digital marketing course in college is designed in collaboration with industry and technical expert, ensuring that the curriculum is up-to-date and aligned with current industry trends and best practices. Resource Person, Mr. Viraj Jain, Digital Marketing Expert, conducted this 30 hours course in which 53 students participated. Students were given insights and practical hands on to Digital Marketing Framework, Landing Page Design, Content Writing, Search Engine Optimization, Google Search Console, Google Ads, Meta Framework, Blog Writing etc. The sessions were interactive and the resource person was always ready to answer the queries of the students. The course was designed to enable the students either start practicing and evolving in the profession of digital marketing or start implementing it in their own business.



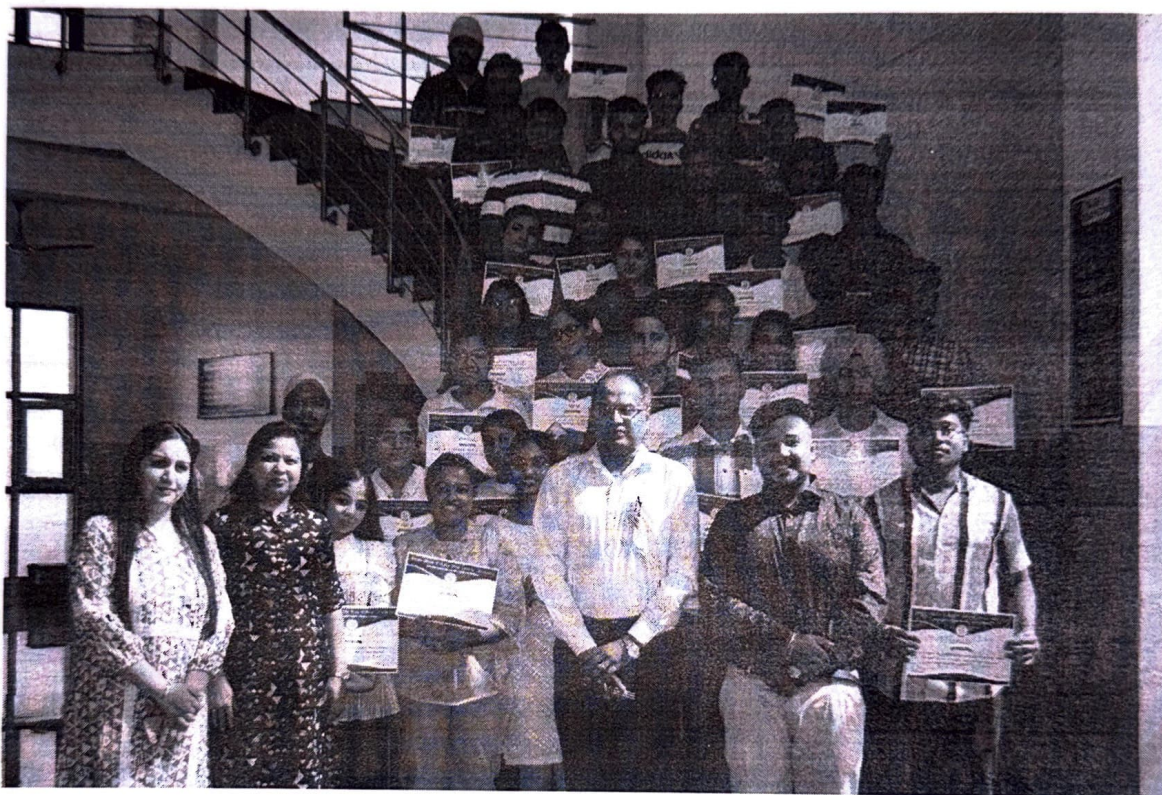




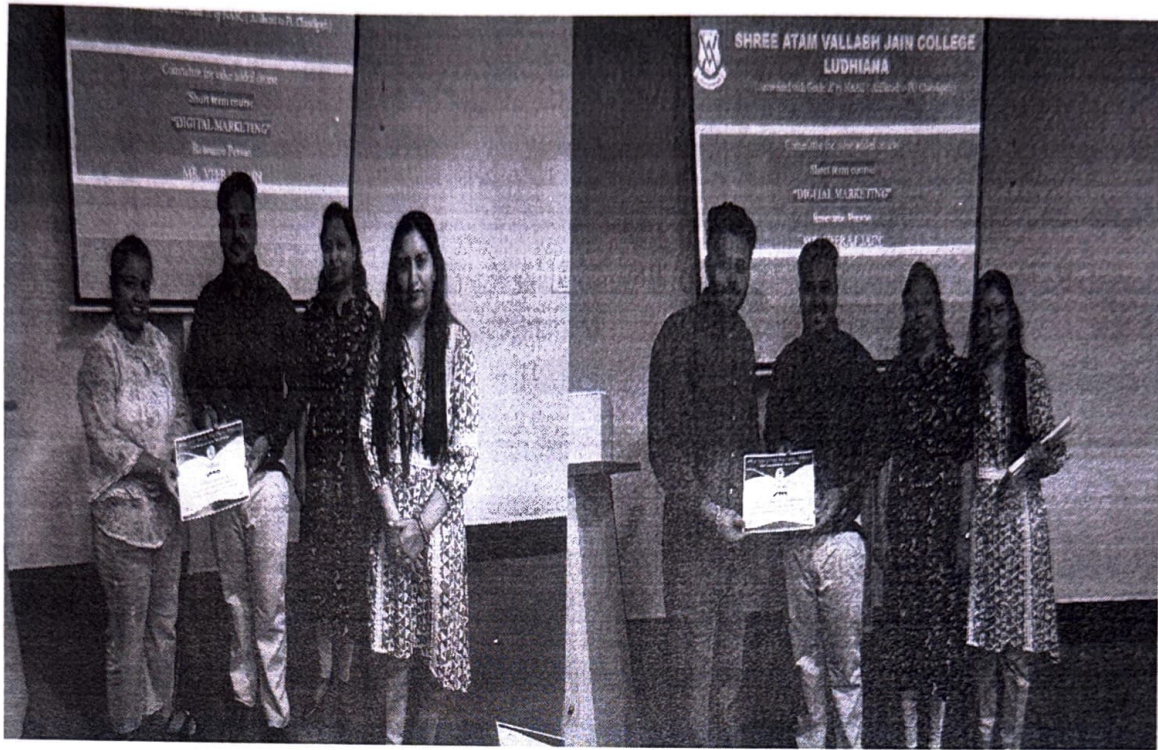


## **CERTIFICATE FOR THE PARTICIPANTS**

The students successfully completed the course and were given certificate of course completion and their efforts were appreciated by the Principal of college Dr. Sandeep Kumar. The Principal Dr. Sandeep Kumar also congratulated the participants and motivated them for participation in these kinds of courses in future too. He appreciated the vigorous efforts of all members of organizing committee for organizing such a successful and practical based course for the students. Certificates were awarded to all the participants for successful completion of the course by the Principal of the college along with the staff members.







### Vote of thanks

Principal, Dr. Sandeep Kumar, expressed his gratitude towards the resource person and awarded him the certificate for their valuable guidance and for providing encouragement to students at every point of time.

*Avriti Tangri*  
Convenor

Prof. Avriti Tangri

*[Signature]*  
Principal



## REPORT

### OF

## SHORT TERM VALUE ADDED COURSE: TALLY INTEGRATED WITH GST AND INCOME TAX RETURN FILING

53

|                                      |                                                                 |
|--------------------------------------|-----------------------------------------------------------------|
| <b>Short Term Value added course</b> | <b>Tally integrated with gst and income tax return filing</b>   |
| <b>Convener</b>                      | Dr. Avriti Tangri                                               |
| <b>Member</b>                        | Dr. Rishu Jain                                                  |
| <b>Date</b>                          | 27 <sup>th</sup> February, 2024 to 27 <sup>th</sup> March, 2024 |
| <b>Time</b>                          | 1:30 PM                                                         |
| <b>Venue</b>                         | Computer Lab                                                    |
| <b>No. of Participants</b>           | 25                                                              |
| <b>Name of Resource Person</b>       | CA Gaurav Jain                                                  |

**Objectives of the course:** The course is specially designed to help the students in understanding the basics as well as practical aspects under Tally and GST along with the Income Tax return filing, so that they can use the practical knowledge so obtained through the course for their own purpose and for vocational purpose as well. This will enhance the hands on knowledge of the students in respect to operating Tally software for the purpose of management of accounts. The course also helped the college to market its students well in the industry. Further this leads to the holistic development of the students of the college.

### **Duration**

The duration of the course was 30 hours and the classes took place within the college campus at the computer laboratory so as to enable the students to use computers for hands on practice.

### **Course Content and Syllabus**

The course was designed keeping in mind the insights of industry demand and accordingly the syllabus of the course included the following contents:

## **UNIT-I**

1. Basic Accounting.
2. Integration of Accounts with Accounting Software (Tally ERP).
3. Detailed working & Practical Knowledge of Tally ERP.
4. Basic Theoretical Learning about GST Laws.
5. Practical Learning about:
  - New GST User Registration
  - How to get GST Registration Certificate (RC)
  - GST Returns Filing.

## **UNIT-II**

6. Integration of GST, Tally & Books of Accounts.
7. Basics of Income Tax Act 1961.
8. Getting Familiar with Income Tax website.
9. Practical learning about:-
  - New Income Tax User Registration
  - Understanding form 16A & Filing Income Tax Return of Salaried Person.
  - How to apply Permanent Account Information (PAN)

## **FEE STRUCTURE**

A fee of Rs.1000 was charged from each student as the course was self-financed and this helped to cover up the cost incurred in the smooth running of the course. Moreover, the fund collected was used for paying of honorarium to the resource persons for their professional and technical training provided to the students.

## **PARTICIPATING STUDENTS**

The course aimed to nurture students of B.Com I, II, III and B.BA I, II, III in order to provide them opportunity to enhance their skills and knowledge.



**List of Students Enrolled in Value Added Course**

| S. No. | Name                         | Class               |
|--------|------------------------------|---------------------|
| 1      | Alok kumar                   | B.Com 4th Semester  |
| 2      | Ankit                        | B.Com 4th Semester  |
| 3      | Ashutosh thakur alias thakur | B.Com 4th Semester  |
| 4      | Bavneet Kaur                 | B.Com 4th Semester  |
| 5      | Bhavika sharma               | B.Com 4th Semester  |
| 6      | Bhavin kohli                 | B.Com 2nd Semester  |
| 7      | Bhoomika                     | B.Com 4th Semester  |
| 8      | Gaurav chhabra               | B.Com 4th Semester  |
| 9      | Kanish Gupta                 | BBA 2nd Semester    |
| 10     | KRISH SHARMA                 | BBA 2nd Semester    |
| 11     | krishna sharma               | B. Com 2nd Semester |
| 12     | MADHAV                       | BBA 4th Semester    |
| 13     | Mohit Mishra                 | B.Com 2nd Semester  |
| 14     | Navdeep singh                | B.Com 2nd Semester  |
| 15     | Nitish                       | BBA 2nd Semester    |
| 16     | Shruti                       | B.Com 2nd Semester  |
| 17     | Sujal kumar                  | BBA 2nd Semester    |
| 18     | Tamanna Aggarwal             | BBA 4th Semester    |
| 19     | Tarun Soni                   | BBA 2nd Semester    |
| 20     | Triptjeet Kaur               | BBA 2nd Semester    |
| 21     | Trishan                      | B.Com 2nd Semester  |
| 22     | Udhav kumar                  | B. Com 2nd Semester |
| 23     | Vaneet Munjal                | B.Com 4th Semester  |
| 24     | Vansh Rattan                 | B.Com 2nd Semester  |
| 25     | Yash Sahota                  | B.Com 2nd Semester  |

**About the Event**

Short term Value Added Course of 30 hours has been successfully conducted by the college to give practical exposure to the students regarding Tally, Goods & Service Tax (GST) and basics of Income. Resource person, CA Gaurav Jain, NG Jain and Associates shared his knowledge about the overview of Basic Accounting; Integration of Accounts with Accounting Software (Tally ERP); Detailed working & Practical Knowledge of Tally ERP; Basic Theoretical Learning about GST Laws; Practical Learning about: New GST User Registration, How to get GST

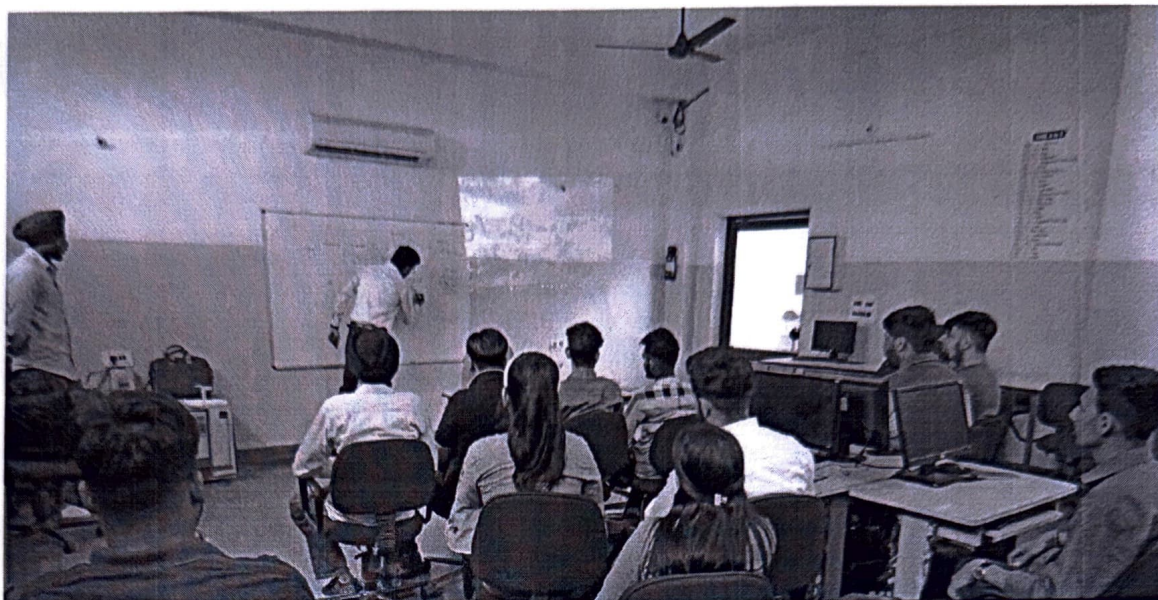
**Registration Certificate (RC), GST Returns Filing; Integration of GST, Tally & Books of**



**Accounts; Basics of Income Tax Act 196; Getting Familiar with Income Tax website; Practical learning about:-New Income Tax User Registration, Understanding form 16A & Filing Income Tax Return of Salaried Person, How to apply Permanent Account Information (PAN).**

**Every day the session ended with interaction between resource person and students. The course enabled the students in developing the skills so that they can start their own consultancy and enhanced the number of employment opportunities available to the students.**

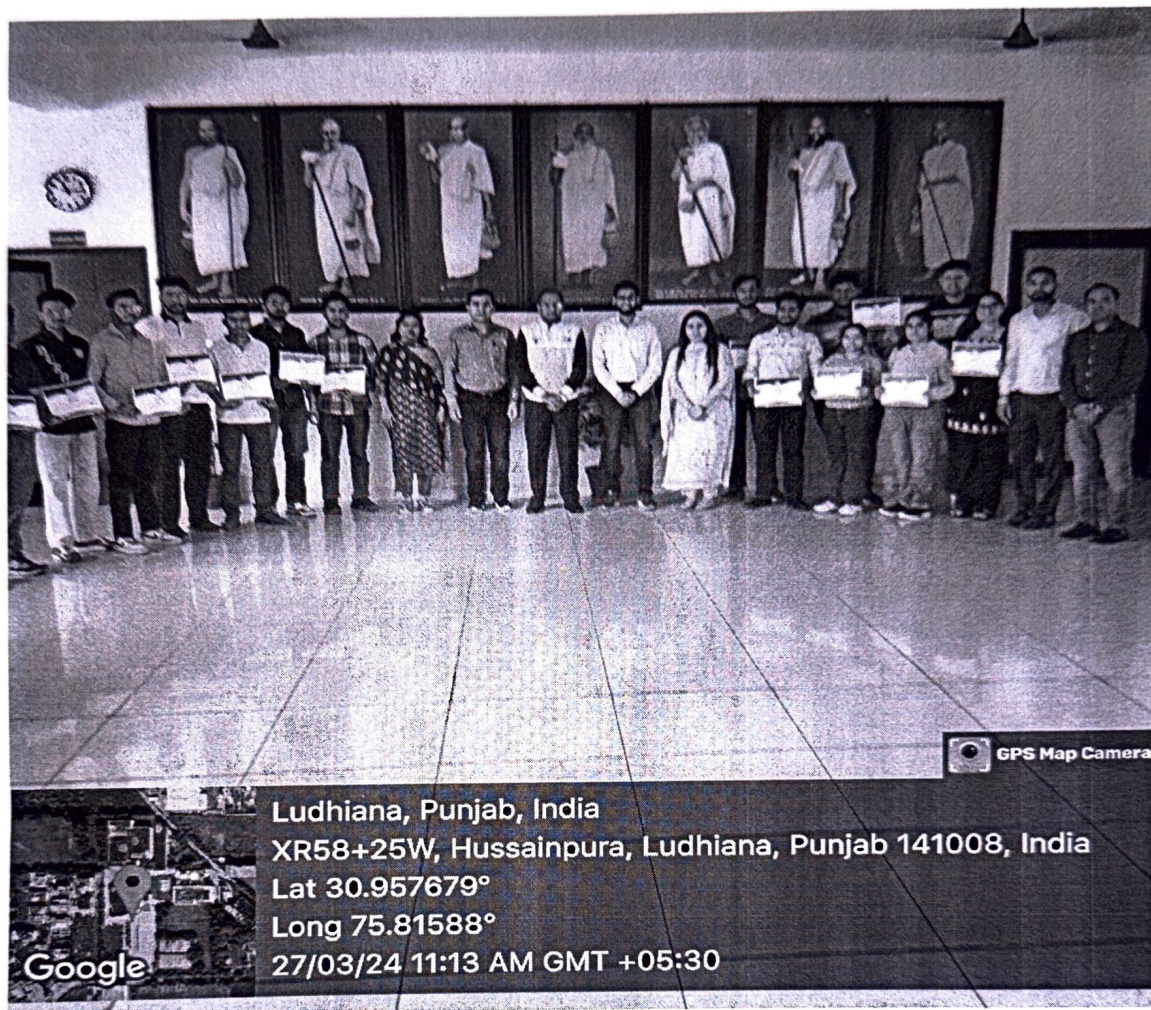




### **CERTIFICATE FOR THE PARTICIPANTS**

The students successfully completed the course and were given certificate of course completion and their efforts were appreciated by the Principal of college Dr. Sandeep Kumar. The Principal Dr. Sandeep Kumar also congratulated the participants and motivated them for participation in these kinds of courses in future too. He appreciated the vigorous efforts of all members of organizing committee for organizing such a successful and practical based course for the students. Certificates were awarded to all the participants for successful completion of the course by the Principal of the college along with the staff members.





### Vote of thanks

Principal, Dr. Sandeep Kumar, expressed his gratitude towards the resource person and awarded him the certificate for their valuable guidance and for providing encouragement to students at every point of time.

Convenor

Dr. Avriti Tangri

*Avriti Tangri*  
02 April 2024

*[Signature]*  
Principal