# Activity Report-Department of Commerce 2020 and 2021

The following competitive events & webinars were conducted by **VANGATI**, **The Commerce Association** of Commerce Department:

 Vangati Inaugurated its annual fest <u>"COMMFETE 2021"</u> in April 2021 consisting of 9 knowledge enriching events (Rule the roost- The case study competition, Let's meme it- The meme making competition, Show Stock-ers- A mock stock event, Fut Mania- The Ultimate bidding war, Scenique- The photography competition, Roadies- The marketing event, Raagveda- The singing competition, Imaginariumposter making competition, and Article writing competition) and competitions were conducted over 2 days. We received over 100+ registrations in each event from colleges all over the country. Students from institutions and colleges like IITs, IIMs, Hansraj, KMC, RAMJAS, SRCC, HINDU, GARGI, NIFT, BITS, AIMS, DTU, AICTE, SYMBIOSIS PUNE and many more prestigious colleges participated in the various events held.









Various webinars were also conducted by the commerce association (Vangati) of commerce department in collaboration with IQAC, all year round to keep up with the trending topics and give more exposure to the students of college in which over 100 students participated in each webinar. The questions were posted on the chat box and the moderators ensured that the questions were answered by the speaker and hence facilitated an interactive session. All these sessions were brief yet very informative. These webinars which were conducted included topics such as:

 Webinar (Interactive session) on Marketing Innovations for Entrepreneurs in 21<sup>st</sup> Century by the esteemed speaker, Prof. Hardeep Chahal, Head of the department of commerce and Rector, Udhampur campus, University of Jammu, was conducted on 15<sup>th</sup> October, 2020 and organised by commerce department, DCAC.



Dr. Anuradha Gupta (Acting Principal)

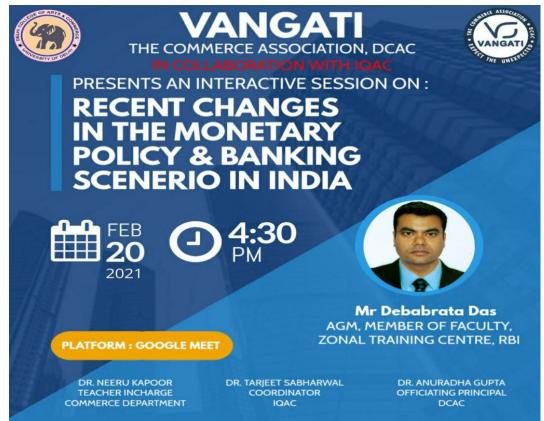
Dr. Anita (Teacher-in-charge, Commerce)  Webinar (Interactive session) on Digitalisation in business by the esteemed speaker, Mr. Neeraj Rai, Senior Marketing Manager, Amazon, India, was conducted on 24<sup>th</sup> December, 2020.



 Webinar (Interactive session) on Environmental Education by the esteemed speaker, Ms. Neha Raghav currently works as a Senior Manager at WWF, India, was conducted on 11<sup>th</sup> February, 2021.



4. Webinar (Interactive session) on The Recent changes in monetary policy and banking scenarios in India by the esteemed speaker, Mr Debabrata Das is currently the Assistant General Manager, Member of Faculty, Zonal Training Centre, Reserve Bank of India, was conducted on 20<sup>th</sup> February, 2021.



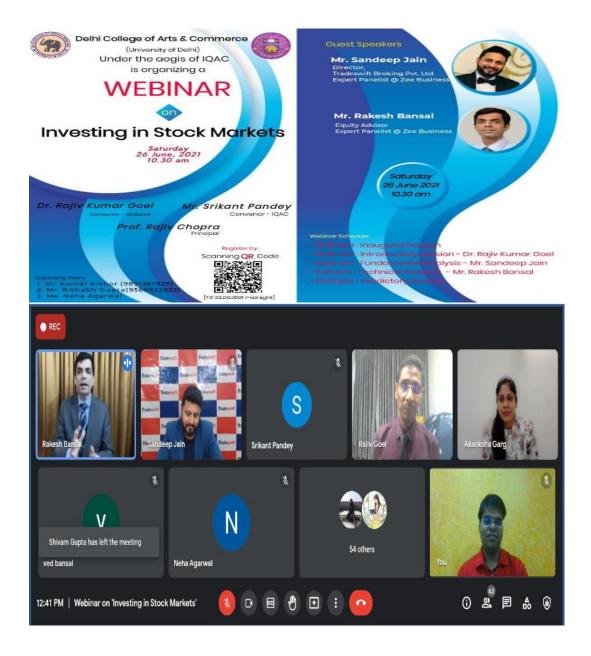
5. Webinar (Interactive session) on The Relevance of Consumer Protection Act 2019 by the esteemed speaker, Professor Sri Ram Khanna, Former Dean & Head, Department of commerce, Delhi School of Economics, University of Delhi, was conducted on 15<sup>th</sup> March, 2021.



6. The Department of Commerce, DCAC, organised a webinar on "Application of Cost Accounting Standards in the Preparation of Cost Statement" on 6<sup>th</sup> February 2021. The objective of the webinar was to provide students and faculty important insights into recent changes in the cost accounting statements. To this end, under the guidance of Professor Rajiv Goel, the Commerce Department of DCAC hosted webinar which included the participants from reputed colleges and university.

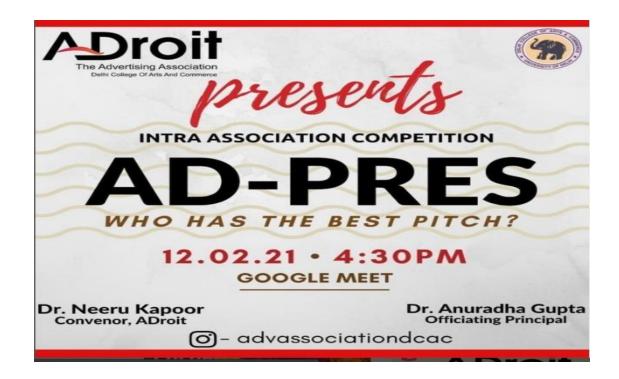
#### 7. Webinar – Investing in Stock Markets

A webinar on the topic – **Investing in Stock markets** was conducted by **Delhi College of Arts and Commerce under the aegis of IQAC Cell on 26<sup>th</sup> June 2021.** The resource person was **Mr. Sandeep Jain** who is a director at Tradeswift broking Pvt Ltd. He is also an expert panelist at Zee Business. The webinar was also chaired by another expert **Mr. Rakesh Bansal**, an equity advisor and an expert panelist at Zee Business. The session was very enlightening for students who were looking for investment in equity markets. It was an interactive session where students asked various questions and the expert panel answered them. The session was open to all studentsof DCAC.



## 1. ADpres

AD-Pres, the legacy of ADroit which is passed on every year in the ADroit Family is the one curated by our alumni. This was the event, which not only helped in boosting the member's confidence but also taught them the way real advertising, marketing, strategising, team building and communication work in the industry. All the teams wonderfully presented their products/services. The teams were then even asked a few questions by the audience related to their pitch.



### 2. Canva Designing Session

Canva Designing Session was held for all the ADroiters. The session held on January 17th, 2021 was open to all, but it specifically targeted the members of the Technical Department and the Content Creation/Branding teams. The session was mainly focused on branding, visual aspects and inspiration, hand-drawn or illustrator logos. The session also did put a light on the basics of perfect and relevant creative designing, and on the ways through which the meaning of the branding could be conveyed to the audience/client by creatives and posts made by Canva. The session included all the basic aspects of designing on Canva platform, which is a highly used and handy software for aspiring designers. From including elements like branding to something as small as fonts and colours, this session was nothing less than a guidebook to beginners.

#### 3. Parivartan-2021

ADroit - The Advertising Association of Delhi College of Arts & Commerce, organised its Annual Advertising Fest "Parivartan'21" with full zeal and enthusiasm. The fest comprised of various events related to the fields of Marketing, Advertising as well as other Cultural Events. It is the most awaited event that is known to attract the best student talent across many colleges and universities.



The fest was designed and planned with the motive of providing students with an opportunity to showcase their best potential in a series of competitions. The fest comprises various events (both corporate as well as cultural) related to the fields of Marketing and Advertising. The fest had 4 events, namely AD(WAR)TISE, a flagship brand strategizing event, which was conducted in 2 rounds, that is AD-Quiz and AD-Campaign. This round tested and challenged the analytical, marketing and creative aspects of the participants. Another event was Alohomora, which provided an opportunity to all the Potterheads to unlock a series to unleash their advertising skills that included jingle making. The participants had to sell a product impromptu and enter into a meme-roast battle as its finale. Pratibha was another event under Parivartan, which was a talent show which included Dancing, Singing, Acting, Martial Arts, Percussion, Poetry, Comedy and other activities to showcase their creative and artistic skills. Finally, the fest had its photography event, called LA Photographia for all the shutterbugs, with categories of Product Photography, Product In Use and Miscellaneous Photography.



LAST DATE OF REGISTRATION 26TH APRIL 2021

SEND YOUR REGISTRATIONS AT LINK GIVEN IN BIO

FOR QUERIES CONTACT samraddhi.fanmail@gmail.com VAISHALI : 93657 63509



