

# Activity Report-Department of Commerce 2020 and 2021

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

1. Vangati Inaugurated its annual fest **“COMMFETE 2021”** 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, **Imaginarium**– poster 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.



VANGATI The Commerce Association of DCAC PRESENTS

# SHOW STOCK-ERS

MOCK STOCK COMPETITION UNDER COMMFÊTE

## COMMFÊTE 2021

SHOW STOCK-ERS - MOCK STOCK COMPETITION

VANGATI The Commerce Association of DCAC is presenting

**"Opportunities are never lost-they are taken by others"**  
 VANGATI –The Commerce Association of Delhi College Of Arts And Commerce presents Corporate Roadies-the nerve wracking marketing event.

We Welcome you all to test your luck in an event that is designed to throw the worst at you to bring out the best in you.

The secret of getting ahead is getting started. So lets get started with today' event.

## COMMFÊTE 2021

CORPORATE ROADIES - THE MARKETING EVENTS



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:

1. 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.



The poster is for an interactive session organized by the Department of Commerce at Delhi College of Arts & Commerce, University of Delhi. The session is titled "Marketing Innovations for Entrepreneurs in 21st Century" and is to be held on Thursday, 15th October, 2020, at 10:30 A.M. via Google Meet. The resource person is Professor Hardeep Chahal, Head of the Department of Commerce and Rector, Udhampur Campus, University of Jammu. The poster also mentions Dr. Anuradha Gupta (Acting Principal) and Dr. Anita (Teacher-in-charge, Commerce).

 **Delhi College of Arts & Commerce**   
University of Delhi  
**Department of Commerce**  
presents  
**Interactive Session :**  
MARKETING INNOVATIONS FOR  
ENTREPRENEURS IN 21<sup>st</sup> CENTURY  
to be held on  
**Thursday | 15th October, 2020 | 10:30 A.M.**  
via Google Meet  
(<https://meet.google.com/wkj-xorh-esi>)  
Resource Person  
  
**Professor Hardeep Chahal**  
Head of the Department of Commerce and Rector,  
Udhampur Campus, University of Jammu.  
**Dr. Anuradha Gupta**  
(Acting Principal)  
**Dr. Anita**  
(Teacher-in-charge, Commerce)

2. 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.

The poster is for a webinar titled "Digitalisation in Business: Key Themes and Opportunities". It is organized by the Commerce Association in collaboration with IQAC at Delhi College of Arts & Commerce, University of Delhi. The event is scheduled for Thursday, 24th December, 2020, at 2:00 P.M. via Google Meet. The resource person is Mr. Neeraj Rai, Senior Marketing Manager at Amazon India. The poster also lists three organizers: Dr. Neeru Kapoor (Teacher Incharge, Commerce Department), Dr. Tarjeet Sabharwal (Coordinator, IQAC), and Dr. Anuradha Gupta (Officiating Principal). The background of the poster shows a group of people in a meeting setting.

**Delhi College of Arts & Commerce**  
University of Delhi

The Commerce Association in Collaboration with IQAC  
presents an Interactive Session :

**DIGITALISATION IN BUSINESS: KEY THEMES AND OPPORTUNITIES**  
to be held on  
Thursday | 24th December, 2020 | 2:00 P.M.  
via Google Meet

Resource Person :  Senior Marketing Manager  
Amazon India

**Mr. Neeraj Rai**

Dr. Neeru Kapoor  
Teacher Incharge, Commerce Department

Dr. Tarjeet Sabharwal  
Coordinator, IQAC

Dr. Anuradha Gupta  
Officiating Principal

3. 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.

**DELHI COLLEGE OF ARTS & COMMERCE**  
**University of Delhi**  
**VANGATI - The Commerce Association**  
**Presents an Interactive Session on**  
**ENVIRONMENTAL EDUCATION**  
**To be held on**  
**Thursday | 11th February, 2021 | 4:00PM**  
**Via Zoom Meeting**  
**Resource Person : Ms Neha Raghav**  
**Senior Manager**  
**WWF India**  
**(Environment Education)**

**Dr. Neeru Kapoor**  
 Teacher Incharge,  
 Commerce Department

**Dr. Anuradha Gupta**  
 Officiating Principal

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.

**DELHI COLLEGE OF ARTS & COMMERCE**  
**UNIVERSITY OF DELHI**

**VANGATI**  
 THE COMMERCE ASSOCIATION, DCAC  
 IN COLLABORATION WITH IOAC

**PRESENTS AN INTERACTIVE SESSION ON :**  
**RECENT CHANGES**  
**IN THE MONETARY**  
**POLICY & BANKING**  
**SCENERIO IN INDIA**

**FEB 20 2021**

**4:30 PM**

**Mr Debabrata Das**  
 AGM, MEMBER OF FACULTY,  
 ZONAL TRAINING CENTRE, RBI

**PLATFORM : GOOGLE MEET**

**DR. NEERU KAPOOR**  
 TEACHER INCHARGE  
 COMMERCE DEPARTMENT

**DR. TARJEET SABHARWAL**  
 COORDINATOR  
 IOAC

**DR. ANURADHA GUPTA**  
 OFFICIATING PRINCIPAL  
 DCAC



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.

The poster is for a webinar titled "RELEVANCE OF CONSUMER PROTECTION ACT, 2019 ON CONTEMPORARY ISSUES OF CONSUMERS". It is organized by VANGATI (The Commerce Association, DCAC) in collaboration with IQAC. The event is on March 15, 2021, at 11:30 AM. The speaker is Prof. Sri Ram Khanna, Former Head and Dean, Department of Commerce, DSE & University of Delhi. The platform is Google Meet. The poster also lists the organizing committee members: Dr. Neeru Kapoor (Teacher Incharge, Commerce Department), Ms. Lalita (Organising Member), Dr. Tarjeet Sabharwal (Coordinator, IQAC), and Dr. Anuradha Gupta (Officiating Principal, DCAC). Logos for Delhi College of Arts & Commerce, University of Delhi, and VANGATI are present.

**VANGATI**  
THE COMMERCE ASSOCIATION, DCAC  
IN COLLABORATION WITH IQAC

PRESENTS WEBINAR ON THE OCCASION OF  
**WORLD CONSUMER RIGHT DAY 2021**

**TOPIC : RELEVANCE OF CONSUMER PROTECTION ACT, 2019 ON CONTEMPORARY ISSUES OF CONSUMERS**

**MAR 15** **11:30 AM**

**PROF. SRI RAM KHANNA**  
FORMER HEAD AND DEAN,  
DEPARTMENT OF COMMERCE, DSE &  
UNIVERSITY OF DELHI

**PLATFORM : GOOGLE MEET**

DR. NEERU KAPOOR  
TEACHER INCHARGE  
COMMERCE DEPARTMENT

MS. LALITA  
ORGANISING  
MEMBER

DR. TARJEET SABHARWAL  
COORDINATOR  
IQAC

DR. ANURADHA GUPTA  
OFFICIATING PRINCIPAL  
DCAC

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.

The image displays a promotional poster for a webinar and a screenshot of the webinar interface. The poster, on the left, is titled "Delhi College of Arts & Commerce (University of Delhi) Under the aegis of IQAC is organizing a WEBINAR on Investing in Stock Markets". It specifies the date as "Saturday 26 June, 2021 10.30 am". The poster lists the following individuals: Dr. Rajiv Kumar Goel (Convener - Webinar), Mr. Srikant Pandey (Convener - IQAC), and Prof. Rajiv Chopra (Principal). It also includes an organizing team list: 1. Dr. Kumar Kishor (9891381929), 2. Mr. Rishabh Gupta (9508822632), and 3. Ms. Neha Agarwal. A QR code is provided for registration, with a deadline of "Till 23.06.2021 midnight". On the right side of the poster, "Guest Speakers" are listed: Mr. Sandeep Jain (Director, Tradeswift Broking Pvt. Ltd., Expert Panelist @ Zee Business) and Mr. Rakesh Bansal (Equity Advisor, Expert Panelist @ Zee Business). The date and time "Saturday 26 June 2021 10.30 am" are repeated. A "Webinar Schedule" is also provided: 10:30-10:45: Inaugural Session; 10:45-11:00: Introductory Session - Dr. Rajiv Kumar Goel; 11:00-11:30: Fundamental Analysis - Mr. Sandeep Jain; 11:30-12:00: Technical Analysis - Mr. Rakesh Bansal; 12:00-12:30: Webdictory Session.

The screenshot on the right shows a Zoom meeting interface. The title bar reads "12:41 PM | Webinar on 'Investing in Stock Markets'". The meeting is recorded, as indicated by the "REC" button. The interface shows several video thumbnails: Rakesh Bansal, Sandeep Jain, Srikant Pandey, Rajiv Goel, Akanksha Garg, Shivam Gupta (with a message "Shivam Gupta has left the meeting"), Neha Agarwal, and "You". A notification for "54 others" is also visible. The bottom toolbar includes icons for mute, video, chat, and other meeting controls.

Events conducted by Advertising Association (ADroit) of Commerce Department, 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.

**ADroit**  
The Advertising Association  
Delhi College Of Arts And Commerce  
Presents  
**Parivartan**  
A CHANGE IN ADVERTISING  
29th April 2021 | Thursday  
INAUGURATION SESSION BY VANI GUPTA | 11:15 AM  
ALOHOMORA : 12:00 PM  
LA FOTOGRAFIA : 1:00 PM  
AD (WAR)TISE : 12:30 PM  
PRATIBHA : 3:00 PM  
TOTAL PRIZES WORTH  
**RS 3,00,000**  
GIFTING PARTNERS FASHION PARTNERS MEDIA PARTNERS EDUCATIONAL PARTNERS  
Konark - 9811786140 | Utsav - 9650886576 | Aditya - 9599171744 | Mayank - 8800869768

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.

**ADROIT-DCAC**  
presents  
**AD(WAR)TISE**

Anyone can advertise when its all rainbows and unicorns, but do you have the skills to advertise your brand when things get difficult?

PRIZES UPTO ₹15,000/-

Register latest by 24th April !!  
Team size 1-3  
Prelims - 25th April (RD Quiz)  
Final event - 25th April ( AD Campaign)

PRISHA - 9910906789  
JANANI - 8567047765  
@advassociationdcac  
advassociationdcac@gmail.com

**ADroit**  
presents  
**Alohomora**

ON 29TH APRIL 2021

A HARRY POTTER SERIES OF AD EVENTS

MEME ROAST | JINGLES  
IMPROMPTU SELL A PRODUCT  
HP CHARACTER BASED BRAND AMBASSDOR

WIN PRIZES WORTH RS 75000

SEND YOUR REGISTRATIONS AT LINK GIVEN IN BIO

FOR QUERIES CONTACT  
UMANG : 99344 03762  
VASU : 81782 58697

**Parivartan**  
A CHANGE IN ADVERTISING

**ADroit**  
presents  
**प्रतिभा**  
THE TALENT SHOW  
( ON 29TH APRIL 2021 )

LAST DATE OF REGISTRATION  
26TH APRIL 2021

SEND YOUR REGISTRATIONS AT LINK GIVEN IN BIO

FOR QUERIES CONTACT  
samradhhi.fanmail@gmail.com  
VAISHALI ; 93657 63509

WIN PRIZES WORTH RS 75000

**Parivartan**  
A CHANGE IN ADVERTISING

**ADroit**  
presents  
**LA FOTOGRAFIA**  
THE PHOTOGRAPHY COMPETITION

LAST DATE FOR REGISTRATION  
26TH APRIL 2021

CATEGORIES  
PRODUCT ADVERTISING  
PRODUCT IN USE  
MISCELLANEOUS

WIN PRIZES WORTH RS 75000

SEND YOUR REGISTRATIONS AT LINK GIVEN IN BIO

FOR QUERIES CONTACT :-  
TANISHA KAPOOR - 9829967184  
MALLIKA KAPOOR - 7042426336

**Parivartan**  
A CHANGE IN ADVERTISING