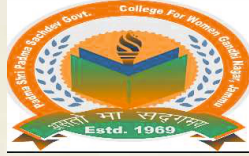


वाणिज्य

NEWS-LETTER

(JULY, 2022 - MAY 2023)



DEPARTMENT OF COMMERCE

PADMA SHRI PADMA SACHDEV

GOVT. COLLEGE FOR WOMEN GANDHI NAGAR

JAMMU





Dear All

As we near the end of another productive academic year, I want to take a moment to reflect on the remarkable achievements and exciting developments within the Commerce Department. The past year has presented numerous challenges but I am proud to say that our department of Commerce has not only preserved but thrived. Our dedicated faculty members continued to inspire and educate our students.

In the coming year the college administration aims to further strengthen department standings as a centre of excellence in commerce education. It plans to introduce new courses and initiatives that will equip the students with the necessary skills and knowledge in today's dynamic landscape. Together we will continue to foster a supportive and inclusive environment that nurtures talent and aspirations of our students. On my personal note I would like to express my heartfelt appreciation to the faculty, staff and students unwavering dedication and hard work. Your collective efforts have made commerce department a beacon of excellence and a hub of intellectual growth. I encourage you all to remain passionate, curious and committed to your goals. Let us embrace challenges and opportunities that lie ahead with enthusiasm and the determination to make a difference.

I congratulate the department on the release of maiden issue of its newsletter वाणिज्य and my best wishes for the success of commerce department.

A handwritten signature in black ink, appearing to read 'Minu Mahajan', with a horizontal line underneath.

Prof. Minu Mahajan
Principal



Dear Readers

I am delighted to welcome you all to our newsletter वाणिज्य for the session 2022-23. It gives me an immense pleasure to share some of the wonderful achievements and progress that we have made in the past year. Our team of dedicated faculty members and students have worked together tirelessly to bring about positive changes in our department. You will also get an insight into the various outreach programs and community service projects that we have undertaken, helping us foster stronger relationship with the society.

I am proud of the work that our department has done and I am confident that we will continue to strive for excellence. I encourage open and transparent communication culture within our department. If you have any suggestions, concerns or ideas, please do not hesitate to reach out to me or your respective supervisors. Your feedback is invaluable in helping us improve and create a positive working environment.

In conclusion I want to express my gratitude to your unwavering commitment and professionalism. Together, we will continue to achieve new heights and make a positive impact in our field. I am confident that our department's future holds great promise and I look forward to our continued success.

Thank You for your continuous support and interest in our department.

Prof. Mamta Gupta
Head of the Department

Career counselling session to help the students to navigate the complexities of the job market and achieve their aspirations

Friday, July 15, 2022

The Department of Commerce organized a highly informative career counselling session aimed at guiding and empowering students in their transition from academia to the professional world.



The event, held on July 15, 2022, witnessed an enthusiastic participation of 168 students of last semester who were eager to explore diverse career opportunities and gain valuable insights from seasoned professionals. The career counselling session, led by an esteemed panel of industry experts, covered a wide range of topics and provided students with practical advice on building successful careers. The event commenced with an opening address by Prof. Mamta Gupta, Head of the Department of Commerce, who emphasized the significance of career planning and encouraged students to make informed

decisions regarding their future endeavours.

Throughout the session, the panelists, Dr Poonam Sharma and Dr Nikita Dogra shared their personal experiences, challenges faced and lessons learned throughout their professional journeys. They offered valuable guidance on various career paths within the commerce field, including finance, marketing, human resources and more. The experts also emphasized the importance of developing essential skills, such as effective communication, critical thinking and adaptability, which are highly sought after by employers in today's competitive job market.

In addition to career-specific insights, the session also covered essential aspects such as resume writing, interview preparation, and networking strategies. They also provided tips on how to ace job interviews, including techniques for answering common interview questions and presenting oneself professionally.



Furthermore, the experts stressed the value of networking and building professional connections early on. They advised students to actively participate in industry events, join relevant professional organizations, and leverage online platforms to expand their networks. They also encouraged students to seek internships and engage in experiential learning opportunities to gain practical exposure and enhance their employability. The career counselling session concluded with an interactive question & answer session, allowing students to seek clarifications and receive personalized guidance from the panelists. The students expressed their gratitude for the invaluable knowledge and advice they received, which they believed would greatly assist them in making well-informed decisions about their future career paths. Principal of the college, Prof. Minu Mahajan appreciated the efforts of the department as it remains committed to providing comprehensive support and guidance to its students, helping them navigate the complexities of the job market and achieve their professional aspirations. She further added that career counselling sessions not only equip students with the necessary skills and knowledge but also instil confidence and a sense of direction as they prepare to embark on their professional journeys.

Slogan Writing Competition Highlighted Efforts to Combat Drug Addiction Crisis Friday, October 7, 2022

In a collaborative effort to raise awareness and address the pressing issue of drug addiction, the Department of Commerce joined forces with the Nasha Mukta Bharat Abhiyaan to organize a highly engaging and thought-provoking Slogan Writing Competition. The event aimed to bring attention to the devastating consequences of drug addiction and encourage individuals to actively participate in creating a drug-free society.

With the rising concern over drug abuse and its impact on individuals, families, and communities, the competition provided a platform for participants to showcase their creativity and commitment to combating this crisis. The event witnessed an overwhelming response from students, reflecting the collective determination to tackle this pervasive issue.

The Slogan Writing Competition received an extensive range of innovative and impactful entries, each reflecting the participants' understanding of the drug addiction crisis and their dedication to finding solutions. The submissions ranged from catchy phrases to thought-provoking statements, highlighting the importance of education, awareness, rehabilitation, and community support in overcoming drug addiction.



A panel of esteemed judges, comprising experts from the Department of Commerce and representatives from 'Nasha Mukta Bharat Abhiyaan', meticulously evaluated each entry based on its relevance, creativity, clarity, and ability to inspire change. After careful consideration, the panel selected the top three slogans that best encapsulated the spirit of the competition.

The Slogan Writing Competition served as a powerful reminder of the urgency to address this issue. Through the dissemination of these compelling slogans, it is hoped that the wider public will be inspired to take action, engage in meaningful dialogue, and support initiatives aimed at curbing drug addiction. The Department of Commerce and Nasha Mukta Bharat Abhiyaan remain steadfast in their commitment to working together, alongside citizens, organizations, and policymakers, to create a society that is free from the clutches of drug abuse.

Orientation Programme: A Gateway to Success in the World of Business **Wednesday, October 12, 2022**

Orientation programme serves as a stepping stone for students embarking on their journey towards a prosperous career in the world of business. The orientation programme was held on 12th October, 2022 with the aim of acquainting our incoming students with the vast array of opportunities, resources, and skills required to excel in the field of commerce. This comprehensive program not only provided a platform for students to familiarize themselves with the department and its faculty but also allowed them to gain insights into the various specializations and career paths available within the commerce domain.

Throughout the programme, participants were exposed to a series of interactive sessions by faculty members and successful alumni. These sessions covered a wide range of topics, including introduction to commerce, emerging trends in business, specialisations in commerce, soft skills and personality development, campus resources and support. Students were introduced to the vast array of resources, including libraries and student support services, available to them within the department and the wider college community.



The Orientation Programme not only focused on academic and professional development but also emphasized the importance of personal growth and holistic well-being. Students had the opportunity to participate in team-building activities, cultural events, and social gatherings, fostering a sense of camaraderie and community spirit among their peers.

Principal of the college, Prof. Minu Mahajan extended her heartfelt appreciation to all the faculty members, alumni and volunteers who dedicated their time and expertise to make this orientation programme a resounding success. Their guidance and mentorship will undoubtedly have a lasting impact on the professional journey of our students.

Prof Mamta Gupta, HOD Commerce by bidding farewell to the orientation programme welcomed the new batch of students to the Department. She further added that we are confident that they have acquired the necessary knowledge, skills and motivation to excel in their academic pursuits and future careers. We wish all our students the very best as they embark on this exciting chapter of their lives. The programme was organised by Prof. Mamta Kundal, Prof. Rashmi and Dr. Deepti Abrol.

**Organised an Awareness Session on Women Empowerment in collaboration with District hub for Empowerment of Women
Thursday, October 20, 2022**



In a joint effort to promote women's empowerment, Department of Commerce and the District Hub for Empowerment of Women have organized an awareness camp on women's empowerment. The Programme was organized to sensitize the girl students about their entitlements as envisaged under several women centric schemes of the Government. The session began with an opening address by Prof. Minu Mahajan, Principal of the college who highlighted the need for women's empowerment in today's society and the various avenues available for women to achieve their full potential.

Ms. Aarushi, the key note speaker of the programme was invited to address the participants on various topics related to women's empowerment, including financial independence, education, and leadership.

She discussed in detail various women empowerment schemes/programmes as well as social issues that have an impact on lives of women in district. She also emphasized on the important legal rights along with women centric schemes, self-employment schemes, skill development courses, social assistance schemes and other welfare schemes and encouraged students to become self-dependent and ready for the future challenges.

In addition to the speech, the event also featured interactive session that enabled participants to share their experiences and learn from one another.

The session was a great success, with participants expressing their appreciation for the organizers' efforts in creating a platform for women to come together and learn from one another. Prof. Mamta Gupta, H.O.D. Commerce and the faculty members expressed their commitment to continuing to work towards women's empowerment in the college and plan to organize similar events in the future. Overall, the awareness session on women's empowerment was a significant step towards promoting gender equality and empowering women.

Department of Commerce organised Pinwheel Discussion on the topic “E-Commerce: Boon or Bane”

Tuesday, November 29, 2022



The discussion aimed to explore the various aspects and implications of e-commerce in today's rapidly evolving business landscape. The pinwheel discussion was formally opened by worthy Principal Prof. Minu Mahajan. She inferred that excess of everything is harmful. Although there should be the growth of economic sector in India as the technology advancement is high, but this should be done in the umbrella of norms and regulations. The convenience of e-commerce and picking up from store are inevitable to shoppers.

The participants of the discussion session focused light on the consequences and uses of technology and how technology changing the face of markets.

One group of students, shared their views regarding arguments against E-Commerce like lack of personal touch, etc. Another group of students emphasized on how E-Commerce has grown manifolds and presented their arguments in favour of e-commerce stores like saving, non-geographical barriers, conveniences, etc.

Further, H.O.D. Commerce, Prof. Mamta Gupta concluded the discussion and shared her views that controlled E-Commerce market will prove to a boon to the economy but an uncontrolled market may prove to be bane that will hinder the growth of the country. The whole event was organised by Dr Deepti Abrol. The program was attended by Prof. Mamta Kundal, Prof. Rashmi and other faculty members of the college.

**Department of Commerce Shines at Fest- “ANUBHUTI: THE VIBE” organised by Central University of Jammu
Friday, December 16, 2023**



The Department of Commerce at Central University of Jammu showcased its brilliance and talent at the prestigious “ANUBHUTI: THE VIBE” leaving an indelible mark on the event. The students' exceptional skill and dedication helped them secure multiple top positions in various competitions, bringing laurels to both the department and the college. The annual fest, renowned for its vibrant atmosphere and fierce competition, attracts participants from across the Union Territory.

In the fiercely discussion on business research case studies, the talented students from the Department of Commerce under the guidance of Prof. Mamta Kundal went on to triumph in the prestigious case study competition and the team emerged victorious, impressing the judges and audience with their articulate arguments and eloquence.

They showcased their analytical abilities, business acumen, and problem-solving skills by presenting innovative and practical solutions to complex business challenges. Their impressive performance resulted in another triumph, securing the first position and further enhancing the reputation of the department. The students demonstrated their in-depth knowledge of environment related topics and showcased their critical thinking skills, earning them the top position and accolades from all quarters.



Apart from these victories, the students from the

Department of Commerce also demonstrated their expertise in various other fields. They participated enthusiastically in quizzes, business simulations and group discussions, showcasing their comprehensive understanding of commerce and emerging as strong contenders.

The head of the Department of Commerce, Prof. Mamta Gupta, expressed immense pride in the achievements of the students, stating, "We are thrilled to see our students shine at the fest. Their dedication, hard work, and exceptional skills have once again highlighted the academic excellence and talent nurtured within our department. These victories reinforce our commitment to providing quality education and preparing our students for real-world challenges."

The outstanding performance of the Department of Commerce at the fest has further established its reputation as a premier institution for commerce education. The faculty, staff, and students deserve commendation for their relentless pursuit of excellence and their unwavering passion for the subject. As the fest concluded on a high note, the Department of Commerce at Central University of Jammu can proudly reflect on its achievements, celebrating its success in securing top positions and adding yet another feather to its cap.

Organized a captivating lecture on "Personality Development and Life Skills Development."

Thursday, December 22, 2023

In an effort to empower students with essential life skills and enhance their personal growth, the Department of Commerce recently organized a captivating lecture on "Personality Development and Life Skills Development." The event aimed to equip students with the necessary tools and insights to navigate the challenges of life and foster holistic development. The lecture, held on 22nd December, 2022 brought together renowned experts and industry professionals in the field of personal growth and development. Prof. Mamta Gupta, H.O.D. Commerce welcomed the resource persons and encouraged the students to participate in such events to enhance the knowledge and innovative skills. Prof Minu Mahajan, Principal of the College, applauded the efforts of the department to organise such events that help the students to grab the opportunities available in the market place. She emphasized that personality development and life skills are the collective exposures of personal character traits of an individual which can be thought pattern, feelings and emotional exuberances. The speakers, with their wealth of knowledge and experience, enlightened the audience with transformative ideas and practical strategies for self-improvement.



The session commenced with an inspiring keynote address by Mr. Joy Ganjoo, an entrepreneur and technologist and Mr. Agam Singh, motivational speaker and personality development coach and students' mentor. They emphasized the importance of self-awareness and the role it plays in shaping one's personality. Drawing upon personal anecdotes and real-life examples, they highlighted the significance of setting goals, building self-confidence and cultivating a positive mindset. The students actively participated in the discussion, posing thought-provoking questions and engaging in meaningful conversations. The lecture also incorporated interactive discussion and practical exercises to provide students with hands-on experience in developing vital life skills.

Students were encouraged to step out of their comfort zones, participate in team-building activities and explore their strengths and weaknesses. These activities facilitated personal growth, instilled a sense of self-reflection and nurtured a spirit of continuous improvement.

As the Department of Commerce continues its commitment to holistic education, events like these serve as invaluable platforms for students to expand their horizons beyond academics. By nurturing essential life skills and fostering personal growth, P. S. P. S. Govt. College for Women, Gandhi Nagar, Jammu empowers its students to thrive them not only during their college years but throughout their lives.



The Commerce Department takes immense pride in commemorating Republic Day Wednesday, January 25, 2023

The commerce department takes immense pride in commemorating Republic Day. The Republic Day celebration organised by the commerce department aimed to foster a sense of national pride and honour the achievements made in the field of commerce and trade.



It was a spectacular affair filled with various engaging activities and programs. The celebration was enriched with captivating cultural performances representing the rich heritage and traditions of our country. Dance, music and theatrical acts created an atmosphere of joy. Prof. Minu Mahajan, the worthy Principal of the college, addressed and highlighted the importance of the constitution and emphasized that we as Indians are fortunate to have one of the largest constitutions in the world. She urged teachers to be good role models and students to focus on learning life skills and being a part of solutions.

Prof. Mamta Gupta (Head of Commerce Department) addressed the students and highlighted the significance of the day and impressed upon the students that the future of their country lies in their hands. Hence, they need to study well and inculcate good values in life, which will help them to be good citizens of the country. The event was organized by Dr. Deepti Abrol. The program was attended by Prof. Mamta Kundal, Prof. Rashmi and other faculty members of the college. Mehak Pawar, a student of B-Com presented the formal vote of thanks. The republic day celebration by the commerce department successfully captured the spirit of patriotism and showcased the role of commerce in shaping the nation's economy. The celebration was a memorable and enriching experience for everyone involved promoting a greater understanding of India's economic landscape and its potential for growth. Prof. Mamta Gupta (Head of Commerce Department) addressed the students and highlighted the significance of the day and impressed upon the students that the future of their country lies in their hands. Hence, they need to study well and inculcate good values in life, which will help them to be good citizens of the country. The event was organized by Dr. Deepti Abrol. The program was attended by Prof. Mamta Kundal, Prof. Rashmi and other faculty members of the college. Mehak Pawar, a student of B-Com presented the formal vote of thanks.



Empowering Commerce Students with Tally and Busy Software Expertise Friday, January 27, 2023



We are thrilled to bring you the latest update on a noteworthy event that took place at our esteemed institution. The Department of Commerce organized a highly informative and engaging lecture on the "Use of Tally and Busy Software" to equip our commerce students with essential skills in the ever-evolving business landscape.

The lecture, held on 27th January, 2023, served as a platform to bridge the gap between theoretical knowledge and practical application. The department invited industry experts, renowned for their proficiency in accounting and financial software, to enlighten our students about the immense potential of Tally and Busy Software in streamlining business operations.

Led by Mr. Naveen, the session commenced with an introduction to Tally, one of the leading accounting software solutions. Students were introduced to the software's comprehensive features, including ledger management, invoice generation, inventory tracking, and financial reporting. They were captivated by real-life examples of Tally's applications across diverse industries, highlighting its ability to enhance productivity and accuracy in financial management. The lecture then shifted focus to Busy Software, another powerful tool for businesses, enabling efficient accounting, inventory management, and GST compliance. The speaker, Mr. Subhash, skilfully demonstrated Busy Software's user-friendly interface and its capabilities in automating routine financial tasks, generating sales reports, and facilitating seamless tax compliance.

The interactive nature of the lecture allowed students to ask questions, seek clarification and engage in insightful discussions with the experts. The Department of Commerce ensured that each student had a chance to explore the software interface, fostering a hands-on learning experience that will undoubtedly prove beneficial in their future endeavours.

As the lecture concluded, the students expressed their gratitude to the Department of Commerce for organizing such a valuable event. They expressed their eagerness to apply their newly acquired knowledge and skills in their academic projects, internships, and future careers. The Department of Commerce, committed to providing holistic education, continuously strives to expose students to emerging technologies and industry best practices. Through initiatives like this lecture, they ensure that students are equipped with the necessary tools to excel in the dynamic business landscape. Prof. Mamta Kundal, Prof Rashmi and Dr Deepti Abrol were the members of the organising committee.

**Visited 'Muskan Home' Channi Rama on Feb 13, 2023 as a social outreach activity
Monday, February 13, 2023**

Students of B.com Sem-5 visited 'Muskan Home' Channi Rama, home for mentally challenged children. The purpose of this visit was to inculcate compassion, empathy, gratitude and love among the students.



40 students of B.com along with faculty Prof. Mamta Gupta, Prof. Mamta Kundal, Prof. Rashmi and Dr. Deepti Abrol visited the home. The student presented cultural programme, sang songs and offered prayers with the children of the home. This effort of the students brought smile and spread happiness in the home. The students were touched by the love shown by the special children of the God. They spent 2 hours in the home engaging in conversation, playing games and sharing experiences uplifted the spirits of children.

Principal of the college, Prof. Minu Mahajan, addressed the students and emphasized that visit to mentally challenged home provides an opportunity for the students to interact with children residing in the home, extending their support, care and friendship. Our college believes in fostering a sense of compassion and empathy in our students, encouraging them to actively contribute to the well being of society. H. O. D. Commerce addressed the students and explained the basic objective of the visit is to gain insight into the lives and struggles of mentally challenged individuals, to contribute to the well-being of the residents and to raise awareness about mental health issues among the students and the broaden community.

Though the impact of a single visit may not always be immediately apparent but every interaction act of kindness can make a difference in the lives of children of the Muskan Home. The department donated items as per the requirement of the home like stationery items, food items, candies, chocolates etc. While concluding the visit everyone was full with compassion and gratitude. Prof. Mamta Gupta and Dr. Deepti Abrol were the organisers of the event. Everyone came back with the feeling of bliss.



Department of commerce presents Pinwheel Discussion on the “Impact of social media on Business” Bringing Insights into the Digital Landscape

Monday, April 24, 2023

This engaging event aims to shed light on the profound impact of social media on the business landscape and explore the opportunities and challenges it presents to entrepreneurs and companies alike.

The advent of social media has revolutionized the way businesses operate, transforming the dynamics of marketing, customer engagement and brand promotion. The Pinwheel Discussion will delved into the intricate ways in which social media platforms have influenced various aspects of the business world, from small startups to large corporations.

The participants discussed the key areas like:

1. The Power of Social Media Marketing: Discover how social media has become an indispensable tool for businesses to reach wider audiences, build brand identity, and create personalized connections with customers.

2. Influencer Marketing and Brand Collaborations: Explore the rise of influencer marketing and its impact on brand partnerships. Learn how businesses are collaborating with social media influencers to tap into their vast networks and engage with their target audience more effectively. Gain insights into the dos and don'ts of influencer collaborations for successful brand promotion.

3. Customer Relationship Management in the Digital Age: Understand the changing landscape of customer relationship management (CRM) in the era of social media. Discover how companies are using social platforms to engage with customers, gather feedback, and provide personalized experiences. Explore the challenges and benefits of managing customer interactions through various social media channels.

4. Navigating the Risks and Challenges: Uncover the potential risks and challenges associated with social media usage for businesses. Discuss topics such as online reputation management, data privacy, cyber threats, and managing social media crises. Learn about effective strategies for mitigating risks and building a resilient online presence.

The Pinwheel Discussion was an interactive and thought-provoking session, offered attendees an opportunity to interact with industry experts and gain valuable insights into the evolving business landscape.



Department Celebrates World Book Day with Exciting Slogan Writing Thursday, April 27, 2023

In celebration of World Book Day, the Department of Commerce organized an engaging slogan writing competition that brought together literary enthusiasts. The event, held on 27th April, 2023 saw an enthusiastic response from participants who showcased their creativity and love for books through their inspiring slogans.

The competition aimed to promote the significance of reading and highlight the power of books in shaping minds and inspiring imagination. Participants were encouraged to craft slogans that captured the essence of literature and emphasized its impact on personal growth and societal development.



The event commenced with an opening address by Prof. Minu Mahajan, Principal of college, who emphasized the importance of books in our lives and how they serve as windows to new worlds and ideas. She impressed upon that this competition has not only fostered a love for reading and inspiring a generation of book lovers and avid learners.

The panel of esteemed judges, comprising Prof Eisha Gohil, H.O.D., Psychology and Prof. Varun Sharma, H.O.D., Philosophy. The judges were impressed by the diverse range of slogans that were submitted, each reflecting the unique perspectives of the participants.

After a thorough evaluation, the top three slogans were selected as the winners of the competition. The first-place winner, Ms. Gurpreet Kour captivated the judges with their powerful slogan. The second-place winner, Ms. Gunveen Kour crafted an inspiring slogan, ". Lastly, the third-place was shared by Ms. Janvi and Ms. Kiranjeet Kour impressed the judges with their impactful slogan. Winners were honored with a certificate of appreciation and a small token of recognition. In addition to the winners, all participants were commended for their passion and dedication towards the competition.

Prof. Mamta Gupta H.O.D. Commerce expressed gratitude to everyone involved, including the participants, judges and volunteers, for making the event a resounding success. She further added that the event served as a reminder of the power of words and the magic they hold within the pages of a book. Prof. Mamta Kundal organised the whole event.

FACULTY PROFILE



Prof. Mamta Gupta
Associate Professor
Head of Department
M.Com, M Phill in Marketing
Ph: 7889473198
Email id: mamta77gupta77@gmail.com



Mamta Kundal
Assistant Professor
M.Com, M Phill, NET
Ph: 9906299543
Email id: kundal.mamta14@gmail.com



Rashmi Kumari
Assistant Professor
M-Com, NET, B.Ed
Ph.9596650388
Email id: rak50388@gmail.com



Dr Deepti Abrol
Assistant Professor (AA)
M-Com, M Phill, NET-JRF, PhD in Marketing
Ph: 9419137098
Email id: abrol.deepti@rediffmail.com

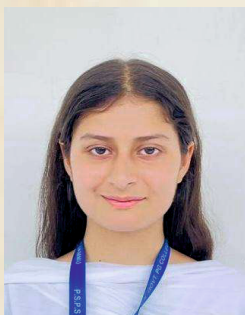
STUDENTS' REPRESENTATIVES



Gunveen Kour
B.Com Sem- II



Namrita Sharma
B.Com Sem- II



Tisha
B.Com Sem- IV



Manshu Saini
B.Com Sem- IV



Sunakshi Gupta
B.Com Sem- VI



Shubhangi Sadhotra
B.Com Sem- VI



Reviewed and Edited by
Dr. Deepti Abrol