



### **About the Department**

#### **Ms Power BI**

It is important to acquire an understanding about problem solving and decision-enabling techniques employed by businesses and organisations in reality. Keeping this view in consideration, CommUnity, the subject society of Commerce, Deen Dayal Upadhyaya College organised an intensive skill development programme 'MS Power BI' on 12-13<sup>th</sup> April 2021 in collaboration with Edu4Sure using online platform Microsoft Teams. The speaker, Ms. Bharti commenced the session with a presentation on theoretical foundations of the software Power BI. Participants got an opportunity to create their individual MS Power BI account. Participants learned about ability of the software to transform disparate data sources into logical, visually immersive, and interactive insights. The speaker discussed technical nuances of the software and assisted participants to create visualizations into the sheet based upon random data. Speaker answered the queries at the end of the session. The programme ended with vote of thanks to the chair.

#### **ZUCITVA 2021**

'Zucitva', the annual commerce cultural festival was held on 16-17<sup>th</sup> April 2021 via Google Meet platform. Mr. Vipin Khutail, founder of 'Being Topper' was the chief guest of inaugural ceremony. It is important to facilitate all-round development of students. They must possess necessary skills and abilities to handle life and career pressures ahead in their lives. With this perspective, the department

organized eight distinct events for development of cognitive, affective and psychomotor skills among students.

**1. Stock Heist-** It was a simulated stock competition that put players' investigation, patience, and analytical skills to the test. 80 students took part in this event. This competition was split into two parts: the preliminary round and the final round. Companies were allotted to the participants. A pro rata virtual monetary allocation was done in the first round. The final round comprised of investments in company stock. The stock price varied in response to information provided by the organizers.

**2. Series Sensation-** This was a competition based on a number of web series that were shown on the over-the-top platforms. The participants were quizzed on various series and movies that aired on different OTTs. It consisted of three rounds. The first was quiz, the second was crossword and the final round was enactment of a character of a series. It covered various aspects of the shows.

**3. Secret Stars-** This was the open-mic competition, which allowed for the presentation of various art forms such as singing, dancing, poetry, and so on. There were 63 participants in this event. It provided participants an opportunity to show off their skills and express themselves through music, poetry, music, or storytelling.

**4. Corporate Cooking-** The event revolved around investigations to detect the nature of frauds and errors while preparation and presentation of annual financial statements of a company. Participants reported accounting frauds in the first round and prepared a forensic report in the final round. They also enumerated various methods for rectification of these frauds and errors.

**5. E-voyage-** This competition required participants to plan and structure an imaginary metropolis with restricted resources. It was an interesting travel and tourism event where the participants could bid on the elements of their choice to build a city where tourism would flourish. There were 70 registrations in total from all over India out of which 40 participated in the first round. In Round 1, participants were tested based on their travel-related knowledge. In Round 2, the selected teams did bidding on various elements to use them a part of their city. In Round 3, the teams pitched their final ideas to the judges through presentations in this round and came up with fascinating names for their cities.

**6. Ad-zap-** The focus of this event was on online marketing of a specific product or service. Participants in this competition were expected to create a marketing strategy that would increase the success of a specific product. They were also required to design marketing campaigns highlighting the strength of a specific product or service.

**7. Conquer the Case** - This competition required participants to solve a case study around a specific theme or a problem. There were two rounds. In preliminary round, there was a quiz around contemporary themes on business and finance. The final round focused on a case study. They were required to interpret the situation and provide suitable solutions towards problems in the case study.

**8. Heads up for Tails-** On April 17th, 2021, this challenge was held on Google Meet. This event focused on having a good time with pets and their owners while showcasing their skills. The first round consisted of showing a picture of an owner's bond with their pet. The talents of the pets were incorporated in the second round. This event showcased the actual charm and emotional tie that exists between pets and their owners.

CommUnity- The Department of Commerce organized a ***Virtual Farewell for the batch of 2021 and Freshers for the batch of 2023*** on **April 27, 2021** through **google meet and Facebook live**. The event witnessed mixed emotions – sad that the lovely third years, who had been friends as well as guides to their juniors all these years, were leaving college, and equally exhilarated to see budding talents joining commUnity with the positivity, strength, and grace that this time requires. The day was a fiesta devoted to the years spent together with friends and teachers to reminisce joyous moments and welcome the new ones with great enthusiasm.

### **Orientation 2021**

In view of ensuring smooth induction of Semester V students into the new semester, an orientation was conducted on 20th July 2021 via Google Meet platform. Students got an opportunity to interact with the faculty members who will be teaching them in their upcoming semester. Faculty members gave a brief introduction about the subjects. They also got to know about the Discipline Specific Elective subjects being allotted to them.

### **Independence Day Celebration**

The department celebrated 75th Independence Day of India online on 13<sup>th</sup> August, 2021. The event took off with Digital Flag Hoisting and the Hoisting Address by the Principal Professor (Dr.) Hem Chand Jain. The Principal reminded of the glory of India that was before the alien rule and colonisation. He sighted the need to reclaim the glorious past and build even more glorious future through sustained endeavours in the present. Principal's address was followed by a Montage on the Spirit of Freedom comprising poetic, musical and choreographic tributes to the motherland and the larger ethos of freedom. Highlight of the event was a conversation with a NDA Cadet. Ms. Samriddhi Garg engaged Mr. Vipul Kumar on the idea of freedom from the perspective of a person in service.

The event also comprised showcasing of the works of the students on the theme 'What freedom means to me' and a montage of select advertisements with "freedom" appeal. Live recitation of impact making verses of the freedom fighters by Mr. Abhay and musical interpretation by Mr. Ujjwal were other highlights. Ms. Sakshi the student convener of the programme presented the results of her survey on the theme 'What freedom means to me' in the form of a Word Cloud.

### **Webinar on Financial Literacy**

CommUnity, the Department of Commerce of Deen Dayal Upadhyaya College, organised a financial literacy event in association with 'Be.artsy' on August 27, 2021 over Zoom platform. There were 100 participants in this event.

The session began with the welcome address of Dr. Hem Chand Jain, principal of Deen Dayal Upadhyaya College. He emphasized the value of financial knowledge, particularly among students. The speaker, Ms. Shikha Mittal, founder and director of 'Be.artsy' posed some intriguing questions about money and savings to the participants in the beginning. A youtube movie was shown which delivered a powerful message that humans are always on a never-ending quest for large sums of money, and it is a vicious cycle from which it is impossible to break free. She emphasized upon the necessity of buying insurance policies to handle major health issues, accidents, and death. The speaker described six functions of money including saving, expending, earning, investing, borrowing and contributing. Accordingly, golden ratio for wealth management was stressed upon to be 45:30:20:5 i.e. 45% expenses, 30 % savings, 20 % investments and 5% insurance and taxes. Lastly, the speaker apprised the audience about mutual funds being the finest investment avenue for beginners.

CommUnity , the Subject Society of Commerce organized 'Guruvai Namah; on 5<sup>th</sup> September 2021. Around 57 students and faculty members attended the programme. Continuing with the legacy of giving tribute to teachers' teacher, the department invited Prof. Jawahar Lal this year. The virtual celebrations took place via Zoom video call. Dr. Kavita Goel, Dr. Renu Aggarwal and Dr. Sunil Kumar expressed their gratitude to Professor Jawahar Lal for his role as a supportive PhD advisor and mentor. Prof. Nisha Rana also walked down the memory lane and shared her valuable learning experiences with honorable guest. Professor Jawahar Lal gave an enthralling speech addressing faculty members and students of the college. The speaker emphasized upon learning with joy, making efforts to create one's identity and prioritizing character over personality. His messages such as 'What lies behind us and what lies before us matters minutely. What lies within us is important' boosted the morale of students. The formal teacher's day

programme was followed by an informal session where students paid obeisance towards their beloved teachers.

#### Webinar on 'Do Chart Patterns Work?'

The Department of Commerce, Community of Deen Dayal Upadhyaya College in collaboration with Bombay Stock Exchange (BSE) recently organized a webinar on 'Do Chart Patterns Work?' with Prof. Sanjiv Das. The webinar was held on 11<sup>th</sup> October 2021 from 10:30 am to 12:00 pm through the platform 'GoToMeeting' in an online mode. Around 99 students and faculty members attended the webinar.

The webinar commenced with a brief introduction of the speaker for the session Prof. Sanjiv Das.

Prof. Das explained that technical charts constitute an important yardstick to assess the stock market. He stressed that 'a picture is worth a thousand words' when he began to show the various types of graphs that are usually used in analysing stock markets like line graphs, bar graphs and Japanese candlestick charts. He also discussed the reasons for the crashing of stock market during the announcement of lockdown and the upliftment of the market thereafter by referring to a well-known principle of Dow Theory 'all information gets discounted by the market (stock market indices)'. He described some basic chart patterns like support, consolidation and candlestick pattern and the strategies that can be used by the prospective investors among the participants to effectively reap the benefits of investments.

While talking about the concept of support, he took the examples of some prominent Indian companies like Reliance Industries Limited and Larsen and Toubro to display how share prices will often rise after reaching a particular lowest price which can easily be forecasted through past interpretation of the same situation. This is because the big investors will always start buying the shares of that particular company after the price hits a specific low as they don't want to incur a loss. He said that an amateur investor should follow what the big investors are doing to avoid losses in the stock market.

To make the participants understand the concept of consolidation, Prof. Das presented a chart of Nifty 50 and explained that when prices regularly move up and down in a small range, it is known as consolidation and whenever the share price *breaks out* on the upper side, the market is bullish and one must buy the share immediately but if the price breaks out on the lower side and keeps on decreasing, it is best to sell the shares to avoid stock loss. He took the examples of some companies which he had been tracking to demonstrate this concept.

To clarify the concept of bullish engulfing, Professor took the example of crude oil. It is a candlestick pattern that forms when a red candlestick is followed the next day by a green candlestick.

Towards the end of the session, Prof. Das took a few queries of the students and encouraged them to keep on tracking the progress of the stock market on their own and to always follow a disciplined approach while investing. He stated that following the simple strategies and techniques is great instead of using complicated tools, especially if one does not have enough time to spend on analysing the stock markets.

At the end, Prof. Das advised the students to enroll in GFMP and GFMS courses as it is forecasted by various reports that BFSI (Banking, Financial Services and Insurance) sector has many job opportunities in the upcoming years. The concluding remarks of the session were given by Dr. Meghna Aggarwal who thanked Prof. Sanjiv Das for conducting the session and hoped that he would once again conduct a follow-up session on the same in the future.

Alumni Committee, Department of Commerce organized an interactive session with the B.Com (Hons) students on the topic 'Pre-Requisites of a Placement Drive' on 16<sup>th</sup> October, 2021 at 9.30 AM via virtual platform. Mr. Raghav Sehgal, Relationship Manager, American Express, alumni of BCom (hons) Batch 2008-9 gave valuable suggestions about preparing Curriculum Vitae and handling the interview questions. There were 47 participants in the session including students and faculty members.

### **VYAKTiVA 2020-21**

VYAKTITVA – the personality development society of Deen Dayal Upadhyay College has always excelled in developing personalities of students. Since its inception in 2015-16, it has always managed to inspire students to become better versions of themselves. Through weekly sessions, Monthly seminars and Annual fests VYAKTITVA manages to inculcate the importance of developing one's personality. VYAKTITVA has always provided students with a platform to express themselves and work with other students to help make each other better. VYAKTITVA has been very active even during the pandemic hit 2020. Every session organised by it gave an opportunity to its members to become better and better.