

Guest Lecture

Interactive Entrepreneurship guest lecture organized at DAV University

An interactive session on entrepreneurial skills was organized by the Department of Commerce, Business Management and Economics (CBME), DAV University on 11-5-2022. Capt Charanjit Singh, Ex.pilot (Flight commander NCC IAF), with 19 years experience in leading organizations of the world as wellness and lifestyle coach was the main resource person for the session. Dr Girish Taneja HoD, CBME welcomed the speaker and introduced his brief profile to the audience.

Capt Charanjit Singh addressed the difference between entrepreneurship and job. Success does not always mean earning a huge amount of money; it is earning health, finance and happiness. He told the students what were the steps that helped in converting “leads” to actual customers. It all begins with finding the right customer, inviting people, presentation, follow-up and promotions. Service to people should be an entrepreneur’s top priority. At the end Dr.Sandeep Vij , Associate Professor , CBME Department thanked the resource person and concluded the session .



Guest lecture on Financial Planning

A guest lecture on “Financial Planning” was organized by the department of Commerce, Business Management and Economics (CBME), DAV University on 20-10-2022. Mr. Vikram Sood (Ex-UTI Manager) was the key resource person for the session. Dr. Girish Taneja, Head of Department (HoD), CBME department welcomed the speaker and invited for delivering a talk on a vital topic of financial planning.

Mr. Sood deliberated on how investment portfolio can be managed. Diversification is an important method to reduce risk. He told the students concepts related to systematic investment plan and systematic withdrawal plan. He also deliberated about the benefits of mutual fund and the concept of return on investment. Insurance regulatory development authority; its structure and role were also discussed with the students. At the end Dr Girish Taneja thanked the speaker for elaborating in detail and in simple way about financial planning.



Guest lecture on Indian Economy in the Post Covid Era

A guest lecture on “Indian Economy in the Post Covid Era” was organized for B.Sc Economics students. Dr. Suresh Kumar Khurana, Associate Professor and HoD, P.G Department of Economics, DAV College Jalandhar, was the resource person for the session. Dr. Khurana described in detail the effect of Covid pandemic on the Indian economy. A comparison of main sectors of economy namely petroleum, coal, electricity etc. was made based on pre-covid, during and after covid-19 situation. He explained how the demand patterns have changed all together. Consumer buying behavior has been greatly influenced by the current situation. Based on the situation, demand for different products is modified. Employment rate has been adversely affected.



Expert Lecture on Rural Marketing

An online guest lecture on “Rural Marketing” was organized. Mr. Sumit Kumar Maji, a result driven professional with over 19 years of cross-cultural experience in marketing research & business operations, addressed the students. Mr. Sumit told the students about the buying decision making process and 4 A’s (affordability, accessibility, awareness, acceptability) of marketing. He also emphasized upon the biggest challenges in rural marketing. Rural and urban markets are different and rural marketing can help tap this potentially growing rural market. He also told students how advertisement designing and advertising campaigns need to be different for rural and urban markets. Advertisements should be designed according to the customer's needs. In the rural market there are greater chances of duplication of products which marketer needs to be aware of while designing different strategies.



Webinar on Stock Market

A webinar on stock market was organized for the final year undergraduate students of the department of Commerce, Business Management and Economics (CBME). Mr. Aseem Guneja and his team, experts from “Stock Pathshala”, a leading financial services providing organization addressed the students. Mr. Guneja told the students about intraday trading, investing do’s and don’ts, forex trading etc. Why invest in the stock market? A question which allures young minds was elaborated by the resource person. He told students the different benefits of investing in the stock market. Concept clarity was given related to stock exchange in India. Trading segments like commodity, mutual funds, Initial Public Offering (IPO), bonds, equity, derivatives were discussed.



Guest lecture on Taxation system in India

A guest lecture on “Taxation system in India” was organized by the department of Commerce, Business Management and Economics (CBME) Dr. Rajiv Puri, Associate Professor, DAV College, Jalandhar was the resource person for the session. Dr. Rajiv Puri explained the tax structure that constituted direct (income tax) and indirect taxes (Goods and service tax -GST). He elaborated upon the application and benefits of GST. He highlighted differences between the previous and new tax systems of India. He stressed upon more use of direct tax as compared to indirect tax.

Expert talk on Audit- A Practical Approach

An expert talk on “Audit- A Practical Approach” was organized for undergraduate final year students. CA Saawan Sethi, an expert auditor and financial analyst was the resource person for the session. Sethi described in detail the meaning of audits. He deliberated upon different types of audits like statutory, internal and special audits. He referred to audit being an independent service to evaluate an organization’s internal control, its corporate practices, processes and methods. Special audit and its importance were highlighted. He discussed the roles and duties of auditors. Career opportunities which budding managers can have in the field of auditing were also highlighted. Students undertook



different practical activities related to audit.

Online Guest lecture on Financial Planning

An online guest lecture on “Financial Planning with respect to investment Alternatives” was organized for undergraduate and postgraduate final year students of the department of Commerce, Business Management and Economics (CBME). Dr.Om Parkash, an expert in financial education, with over 17 years of experience in this field delivered the session. Dr. Om Parkash stressed about the need for financial education due to deterioration of personal finances and proliferation of new and complex finance products. He explained the financial planning process in detail. With the help of practical examples, he explained how financial data can be gathered and the ways in which it can be periodically reviewed. He explained about different kinds of goals and how goals need to be specific, measurable, achievable, and realistic and time bound (SMART) in order to reduce the risk and increase returns.



Guest Lecture on Skills sets required for Banking and Finance sector- A Rendezvous with Reality

It was organized by the department of Commerce, Business Management and Economics (CBME). Mr. Kanwaljit Singh, a leading trainer, Founder and CEO, Proftrain mentors and Profuturistic.com was the resource person for the session. Mr. Kanwaljit explained to the students how the economy was transforming from Agrarian to service economy. In the new economy two major service sectors will evolve first one being information technology (IT) and Banking, finance services and insurance (BFSI) sector. Explaining the skills that were required to be employed, he told the students it is important to understand the industry, develop their communication skills and technical competencies and have practical exposure to the industry.

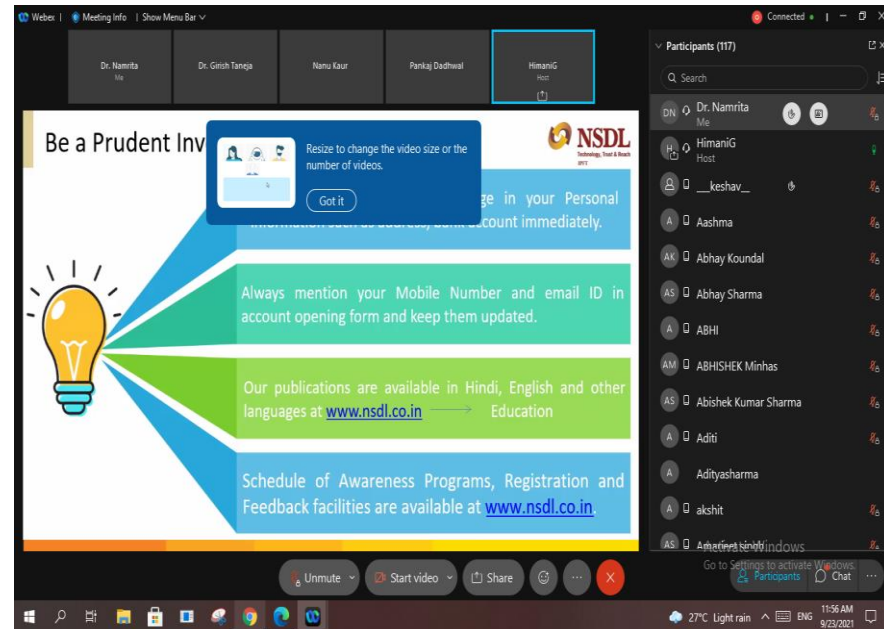


Live Webinar on Securities Markets

Department of Commerce, Business Management and Economics, DAV University conducted a regional seminar on “Introduction to securities market” in association with National Securities Depository Limited (NSDL) on 23-9-2021 at DAV University. Ms. Himani Lath, Manager, NSDL Delhi, Ms. Nanu Kaur, Assistant General Manager, Securities and Exchange Board of India (SEBI) Delhi, and Ms. Karishma Makkar, Assistant Manager, Metropolitan Stock Exchange of India Limited (MSEI) Delhi addressed the students of BBA and B.Com 1st year.

Dr. Sandeep Vij, Associate Professor in Management, welcomed the speakers and conveyed his expectations from the event. The webinar was aimed at creating financial literacy and awareness amongst the students so that they can do financial planning in a more structured manner.

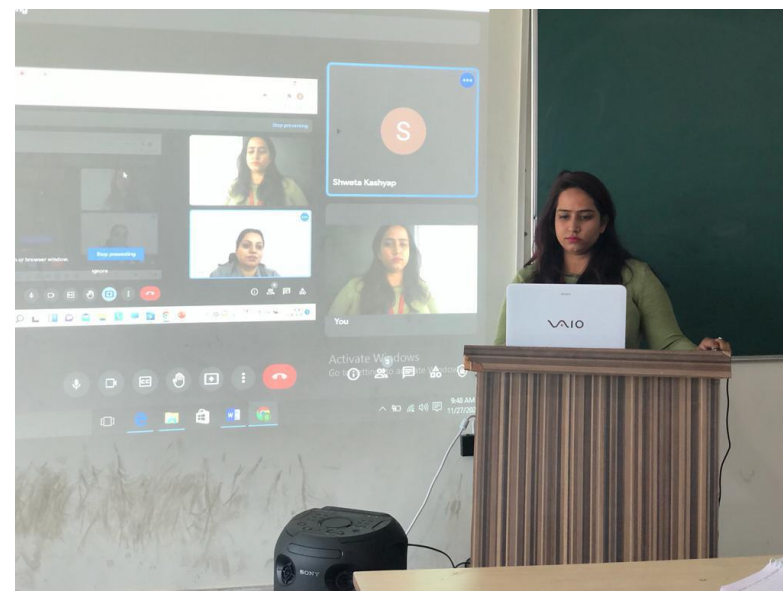
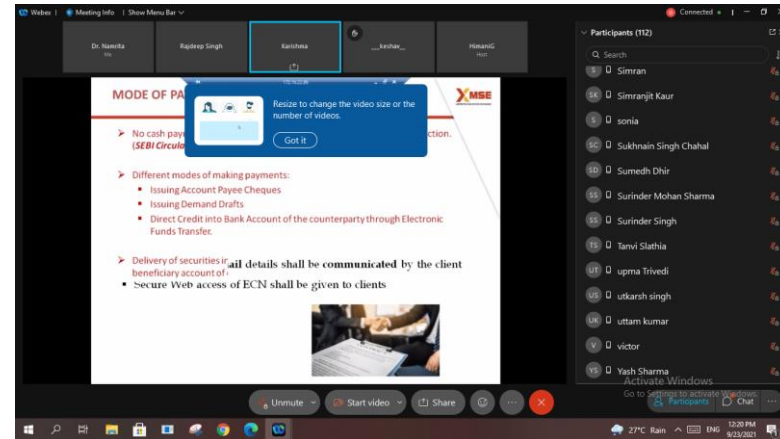
Ms. Nanu Kaur shared the history and functioning of the SEBI. She explained the powers and functions of SEBI. She also threw light on the investor protection initiatives of SEBI. Ms. Himani Lath spoke about the investment perspective of financial planning. She explained about different types of accounts required for investments in the



securities markets, and structure of the NSDL. The third speaker of the event Ms. Karishma Makkar enlightened he students about capital market. Overall the session proved to be very fruitful in addressing different questions of the students regarding NSDL, financial planning and capital market. Dr. Girish Taneja, HOD CBME department and other faculty members were also present during the webinar.

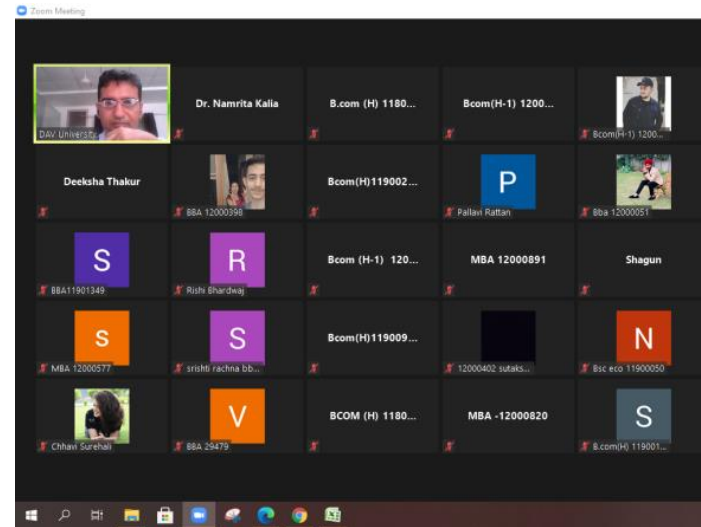
Online Guest lecture on Talent Management

An online guest lecture on “Talent Management” was organized for the students of the department of Commerce, Business Management and Economics (CBME). Ms. Shweta Sharma, an experienced trainer and mentor in the field of talent management addressed the students. She talked about Anand Group, a US based company which became a leading organization due to its extraordinary efforts in the field of Human resource management (HRM). The group’s journey towards HRM excellence started in 2017 when they were bestowed the prestigious HR excellence golden peacock award for exemplary work in this field. Ms. Shweta told how talent management is a useful tool for attraction and retention of its manpower. She elaborated upon the talent management process.



Lecture on Skills for Banking and Finance sector

A guest lecture on “Skills for Banking and Finance sector” was organized at DAV University. Mr. Kanwaljit Singh, a leading trainer, Founder and CEO, Proftrain mentors and Profuturistic.com was the resource person for the session. He highlighted the paucity of employable people in the current job market. Explaining the skills that were required to be employed, he told the students it is important to understand the industry, develop their communication skills and technical competencies and have practical exposure to the industry. Guiding the students about the courses he highlighted “Certificate Programme in Banking, Finance and Insurance (CPBFI)” course by Bajaj Finserv. He told the students in detail about this transformational programme and how students can get enrolled and benefit through this course.



Expert Lecture on “Global Vision”

The Department of Commerce and Business Management of DAV University, Jalandhar organized an expert lecture on “Global Vision” for the students of MBA and M.Com on 9th October, 2018. The session was conducted by Mr. Karanvir Singh, the Global Entrepreneur and the Chairman of Visionum Group. A renowned international speaker & thought leader, Karanvir has represented India at various global platforms like the United Nations, World Trade Organisation, World Economic Forum, and many more. Mr. Karanvir is catalyzing International Business with the mission of Green Global Trading and Connecting Nations, helping companies to trade worldwide.



A guest lecture on International Collaboration and Employment Opportunity

A guest lecture on International Collaboration and Employment Opportunity was organised by the CBM department of DAV University on April 6, 2018. Mr Peter Krikstolaitis, CEO of Bravo consultancy firm and Mr. Chetan Verma, CEO Bravo Consultancy India, were the guest speakers. The Vice-Chancellor, DAV University, Prof (Dr) Rakesh Kumar Mahajan, extended a gracious welcome to the guests. Bravo consultancy firm, Melbourne provides career development and career management solutions to the students and faculty in various countries. Mr Peter Krikstolaitis addressed the queries of the students and provided valuable insights and advice for positive career outcomes. Laying emphasis on the employment opportunities in Australia, he also talked about various student exchange programmes and faculty exchange programmes which could be beneficial for the students and teachers of DAV University.



Corporate Interaction- Reliance Jio

A Corporate interaction by Reliance Jio officials was organized by Department of Commerce and Business Management on 4-12-2019. The officials addressed the students regarding the importance of networking technology and how reliance has evolved to be a game changer in this field. He told the students regarding the importance of visualizing a vision in life. He emphasized upon how reliance was spreading its network in Punjab, with the introduction of Jio Fibre in jalandhar and nearby areas.



Guest Lecture on Personality Development and Employability Skills at DAVU

A guest lecture on enhancing employability skills and personality development was organized by Department of Commerce and Business Management on 27-9-2019. Prof. Suresh K. Chadha (UBS, Punjab university) deliberated on how students can work on their overall personality in order to be picked up by top companies. He emphasized on improving values, learning and creativity. Companies are looking for multiskilled individuals who are reliable and credible. Therefore he highlighted the ways in which students can groom themselves to be successful in future. Students played different mind games during the



session which enabled them to think out of the box.

Communication Skill and Aptitude Development Session

An interactive workshop on enhancing employability skills and reasoning ability of the students was organized on 19th October 2019. Leading trainers in the field of aptitude and communication skills conducted the session. It aimed at removing the common myths about type of interview questions. It emphasized on how the answers can be reframed so that each and every word spoken by the candidate could improve his/her chances of success.



Corporate Guest Lecture by NEXT CARE , INDIA at DAVU

A corporate guest lecture was organized was organized by Department of Commerce and Business Management on 19-11-2019. Mr. Parminder Sandhu M.D Next Care, India addressed the students regarding the burning concept in the field of marketing that is digital marketing. He asked the students regarding their learning in the live project they did with the company on digital marketing. He shared with the students his journey of starting up a new venture. He also highlighted upon the skills of an entrepreneur.



Seminar on “Needonomics for Human Development in India” at DAVU

A seminar on “Needonomics for Human Development in India” was organized by the on 23-10-2019. Prof.M.M. Goel, Former Vice-Chancellor, JNU Jaipur; a known economist with spiritual bent of mind addressing the staff and the students highlighted upon Kondratieff Recession in the global economy including India. He said it is a reality to be accepted by the stakeholders with proper diagnosis by the economists for creating conducive working environment. Economy can be people friendly and socially beneficial only if undertaken in accordance with NAW (Need, Affordability and Worth) approach of the goods and services



Corporate Interaction Session for Students at DAVU

An interactive session with the senior officials and HR of India's leading FMCG Company ITC was organized by Department of Commerce and Business Management on 27th August 2019. Mrs. Charu and Mr. Ashwani Kumar Kashyap interacted with the students and explained the importance of communication and how new technology was ruling over the market. Mr. Ashwani explained how communication plays an important role in day to day activities and is imminent in changing the buying behavior of customers. He deliberated upon the value of communication in teams.



Online guest lecture on building entrepreneurial skills

A guest lecture on enhancing entrepreneurial skills was organized by the Department of commerce, business management and economics (CBME) on 9-3-2021. Ms. Anuradha Kedia, co-founder of The Better India and The Better Home, was the eminent speaker of the day. Ms. Anuradha Kedia, is an alumini of Indian School of Business. The lecture began with the brief introduction of the speaker that was proposed by Dr. R. K. Seth, worthy Dean Academics, DAV University. Ms. Anuradha Kedia shared her journey of success with the students, and told them how continuous commitment and hard work



can lead to a successful venture? She told the students how initially she started up with story telling that lead to a positive impact on society., and then how gradually they used different channels to reach the customers.

Workshop

“Digital Marketing: Promoting Products and services online”

A workshop on “Digital Marketing: Promoting Products and services online” was organized by the department of Commerce, Business Management and Economics (CBME), DAV University on 25-4-2021. Mr. Tarun Kumar, Founder at Noastrix-an ecommerce Marketing Agency, with more than 11 years of experience in Marketing. Samiksha Tiwari, Co-founder at Noastrix-an ecommerce Marketing Agency. Santosh Yaduvanshi Founder at Ecomconversion digital marketing agency with more than 8 years of experience in paid marketing were the resource persons for the sessions.



Workshop on Effective communication skills and Personality Development

A workshop on “Effective communication skills and Personality Development” was organized by the department of Commerce, Business Management and Economics (CBME), DAV University, Jalandhar on 30-4-2021. Dr. Jessica Singh, presently Managing Director at Global Careers was the resource person for the sessions. She has 24 years of experience in the field of training. She has worked with the British Council (New Delhi & Hong Kong) as centre & training head.

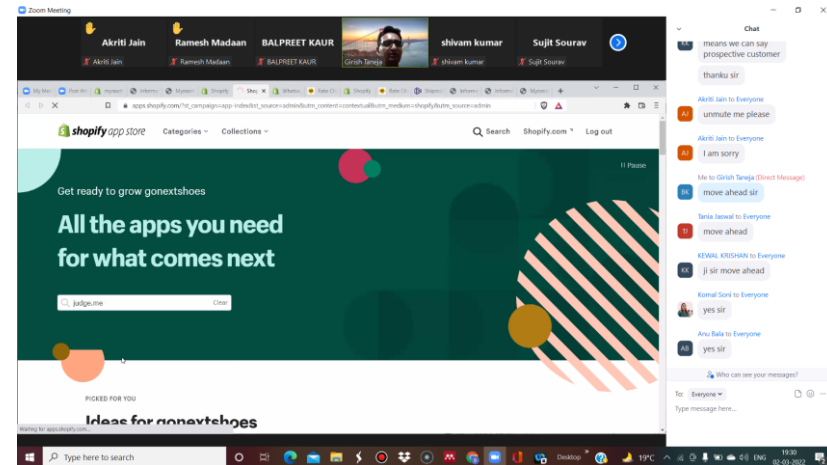
Dr. Jessica conducted 2 sessions in the workshop. In the first session she discussed the techniques of attaining success in life. She told the students they need to come out of their comfort zone and be determined in order to achieve success. Self discipline, passion and smart work are the key to success. In the second session Dr. Jessica talked about personality and communication skills. She told how the cycle of thoughts, feelings ,attitude, habit, personality and destiny works. She also suggested not being judgmental with people. There were different personalities of people which included : the inspired, the motivated, the open minded, the passionate, and the grateful. She also highlighted the



5 C's of communication skills, creativity, confidence, commitment and convincing skills which the employers search for in their employees.

Workshop on E-commerce, Digital and Social Media Marketing

A one-week Online Workshop on E-commerce, digital and social media marketing was organized by the department of Commerce, Business Management and Economics (CBME). The workshop was attended by different delegates from across the states of Bangalore, Delhi, Chandigarh, Jammu and Punjab. Dr Girish Taneja Head of Department (HoD), Department of CBME conducted this workshop as the resource person. The workshop began with the discussion of different business models namely marketplaces, drop shipping and inventory based models. Dr. Girish talked about the creation of an online store on shopify, an online selling platform. He told the do's and don'ts while creating the store and gave live demonstrations online. Concept of drop shipping and reselling was elaborated on the second day of the workshop. He also highlighted how a store can be opened even if no GST, product, payment gateway or courier Company was there.



Two-Day Workshop on "Soft Skills" Carpe-Diem event (IIM Calcutta)

The Department of Commerce and Business Management of DAV University organized a two-day workshop on “Soft Skills” on 13-14th October 2017. The workshop was organized in collaboration with Carpe-Diem (IIM Calcutta event) and makeintern. Mr. Kartik Mehta, having more than 14 years of professional experience in area of soft skills and other areas like Training and Development, and People Management was the facilitator for the event.

He shared his esteemed knowledge and opinions on topics such as Time Management, Negotiation to Win, Assertiveness & Confidence Building, Interpersonal Effectiveness and Personality Development with the MBA students of the department. The workshop addressed imperative issues for students and encouraged them to focus on overall personality development. Honorable Vice-Chancellor, Dr. Ashok K. Paul, Registrar, Dr. Rekha Kalia Bhardwaj and Dean Academics, Dr. Jasbir Rishi graced the occasion with their esteemed presence.



Workshop on advanced excel, R and Hadoop on 10-11Feb, 2017

A two days' Workshop on Advanced Excel, R and Hadoop was organized by the Department of Commerce and Business Management, DAV University on 10th and 11th February 2017 with Dr.Sahil Raj as the resource person. Dr Raj with an experience of more than thirteen years in teaching specializes in the areas of Artificial Neural Networks, Decision Tress, Fuzzy Logic, Business Analytics, Big Data Analytics and Strategic Information Systems. The worshop attracted fifty students who were exposed to various skill enhancing experiences like hands on experience on R language. Some of the topics covered in the workshop were Hadoop, predictive analytics, twitter analysis, market basket analysis, structured and unstructured data, data profiling and Advanced Excel. Using scientific research in teaching with a strong faculty network, the Commerce and Business Management of DAV University is bringing new teaching practices in North India from across the India.



One Week Workshop on Econometric Applications at DAV University concludes

Department of Economics at DAV University, Jalandhar has successfully organized One Week Workshop on Econometric Applications in Social Sciences from April 13-19, 2017. Four resource persons – Dr Amarjit Singh Sethi, GND University, Amritsar; Dr Nitin Arora, Panjab University, Chandigarh; Dr Shalini Saksena & Dr Nasim Ansari, University of Delhi engaged more than 20 delegates on issues related to handling time-series and cross-sectional data.



Two-Day's Workshop on “Entrepreneurship and Soft Skills” i5 Summit Event (IIM Indore)

The Department of Commerce and Business Management of DAV University organized a two-day workshop on “Entrepreneurship and Soft Skills” on 4th -5th October 2018. The workshop was organized in collaboration with IIM Indore and Makeintern for i5Summit event. Ms. Shalini Vij, certified trainer from IIM Indore for 2018-19 and the founder and Director of Sculpting Mentors, was the facilitator for the event.

She is a performance enhancement trainer and NLP practitioner having more than 25 years of professional experience. Ms. Shalini shared her esteemed knowledge and opinions on topics such as Business Plan (Idea Generation and Evaluation, positioning and branding, communication, time management, confidence building, conflict management, interpersonal effectiveness and personality development with the MBA and M.Com students of the Department.



Workshop on digital marketing: Concept and Practices held at DAV University

A workshop on digital marketing was organized by Anubhav –the CBM Club of the Department of Commerce and Business Management on 22-2-2020. Founder of Noastrix Pvt Ltd. Mr. Tarun Kumar and Founder of Ecom Conversion Mr. Santosh Yaduvanshi, were the key resource persons for the day. The workshop aimed at providing the participants insights into the world of digital marketing. He explained how they can leverage market research from free available resources like facebook and google.



Two-day National workshop on writing and publishing a quality research paper in Commerce and Business Management

A two-day national workshop on writing and publishing a quality research paper in Commerce and Business Management was organized on February 8-9 by the Faculty of Business Studies at DAV University. The workshop was attended by 65 delegates from 15 Cities of 6 North Indian States Punjab, Himachal, Haryana, Jammu and Kashmir, Uttar



Pradesh and Uttarakhand. Dr. Sandeep Vij Associate Professor in Management at DAV University conducted this workshop as the resource person. He shared that the purpose of the workshop was to develop the research skills of the Commerce and Management faculty and researchers. The specific focus of the exercises during the workshop was on going deeper into the technicalities involved in writing a quality manuscript and publishing it in reputed research journals.

Aptitude and Skill Development Workshop at DAVU

A two day workshop on development of aptitude and communication skills was organized on 22nd and 23rd August 2019. The students of undergraduate classes participated in the workshop and gained exposure on enhancing their aptitude abilities and communication skills. Mr. Rajvir Singh Chohan, Centre Head Career Launcher, deliberated upon how the students can improve their aptitude for data analysis/ interpretations.



Aptitude Development and Career Counseling Workshop at DAVU

A workshop on development of aptitude ability and career planning was organized on 24-9-2019. Mr. Anshul Wadhwa, a leading career counselor and trainer, held interactive session with the students on how they can obtain good ranking in various entrance exams like GMAT and GRE exams. He emphasized upon the various streams and courses which the students can opt for after their under graduation.



Workshop on Emotional Quotient

A workshop on emotional quotient was organized by the Department of commerce, business management and economics on 11-9-2019. Mr. Rahul Sharma a leading expert in the field of psychology interacted with the students and enabled them know their emotional quotient. He discussed how self motivation, empathy, social skills, self awareness and regulations played an important role in making an individual emotionally strong. This enabled them to find their areas of improvement. He encouraged the students to work on their weaknesses.



Events

Business Quiz championship organized at DAV University

DAV University, Jalandhar under the ambit of Anubhav – The CBM Club (Department of Commerce Business Management and Economics) had organized the Business quiz “BiZ Quiz Champ” for the students of different departments of the university as well as students from other institutions on 23-4-2022.

A total of 70 teams from different institutes like Apeejay Institute of Management and Engineering, Trinity college, Kanya Mahavidyalaya (KMV) participated in the Round 1 of the quiz. Out of these top 15 teams were shortlisted for the elimination round based on marks scored.

First position was taken by Noordeep Singh, Geetansh Garg and Rohan Kumar of BBA Semester – VI, DAV University, Jalandhar and received the cash prize of ₹ 5,100. Second position was held by Navjot Singh, Muskan, Vaibhav of MBA Semester – II, DAV university, Jalandhar and received the cash prize of ₹ 3,100. Third position was taken by Kumari Vipul, Neha Mishra and Aadeesh Kumar Dubey of MBA Semester – II, Apeejay Institute of Management and



Engineering. Technical campus, Jalandhar and received the cash prize of ₹ 2,100.

CBM Department Organizes Euphoria

Euphoria-Feel the happiness an amalgamation of Cultural and Academic events was organised on 29th April, 2017 by the Commerce and Business department of DAV University, Jalandhar. Four interclass events were organised which were Step into the spotlight- A Dance competition, Case study competition, Quiz competition-conducted by Economic times and Ethnic wear competition. In step into the spotlight competition, 5 teams participated and the team of BBA-2nd year emerged as winner. In the case study competition, the students were divided into a group of three and were given one and a half hour to analyse the case and make a presentation regarding the same. Then all the 8 groups presented the case confidently in front of the judges who asked them questions related to the case and the students of BCOM-3rd year emerged as winners. In the quiz competition, Mr.Rakesh Sukhija of Economic times was the quiz master and asked the students questions related to the Business World. All the four teams answered the questions.



DAV University BCA Team Wins the Business Case Challenge 2018

Anubhav-the CBM Club of the Department of Commerce and Business Management organized an event of Business Case Challenge on 31st March 2018. Twenty teams from various departments of DAV University participated in the competition. Various teams of three students each analysed and presented a live case on Facebook. In the live case format, students are given limited time to search information available in the public domain including internet and other media. One of world's most famous social networking site, Facebook, is facing regulatory scrutiny from regulators and political parties of different countries after Cambridge Analytica revealed about the unauthorized use of user data on FB. As part of the challenge, the teams were required to identify the implications of this and suggest how the Facebook founder, Mark Zuckerberg, should handle this situation?



Young Achiever Awards for Excellence to DAV University students

Dr. R K Mahajan, the Vice Chancellor, Dr. Sushma Arya, the Registrar, Dr. Deshbandhu Gupta (Dean Academics), and Dr. Jasbir Rishi (Dean Student Welfare), DAV University along with the faculty members of CBM Department welcomed Mr. Vinod K Pandita (a noted management consultant), Mr. Ahsan-ul-Haq, President, Jalandhar Management Association (JMA) and Mr. Vishal Sharma, Secretary-General of JMA on the occasion. Vinod Pandita, delivered an Ed Talk on Entrepreneurship, Start Ups and Building Careers in the Age of Disruption. He delved upon various aspects of entrepreneurship and career planning in a very interesting session with about 250 students of commerce and management from DAV University. His session was instilled with energy and immensely engaging. The session was followed by an interactive discussion with the participants.



Business Case Challenge-2019

Anubhav - The CBM Club of DAV University organized the "Business Case Challenge-2019" on 23rd February 2019. Thirteen teams of three students each from different departments of the university participated in the contest. The participants were given a business situation to analyse, identify the reasons for the problem and suggest the course of action to the company. The participants were required to analyse a Live Case, identify the reasons of the problem and give suggestions to media mogul and Rajya Sabha member, Subhas Chandra, who recently admitted making some wrong investment decisions leading to the present situation where he has been forced to sell – Zee Entertainment Limited – the crown jewel of his media empire.



Bajaj Finance Limited Launches its prestigious EON program

DAV University holds pride in being nominated as one of the distinguished educational institution in India by Bajaj Finance Limited (BFSL) for launching its EON Program on 9-September- 2019. It's an initiative by the company to engage bright young minds and encourage them to build a career in BFSL. Mr. Aman Sharma National Lead – Human Resources and his team gave insights to the students as to how through EON they can get acquainted with this sector and explore the opportunity of building their career in this fast growing sector. He also acquainted the students with the vision of the company's founder and the ways students can develop themselves for working in this sector.



Inter-College B-Plan Contest Held at DAV University

Anubhav –the CBM Club of the Department of Commerce and Business Management organized an inter-college B-Plan Contest at DAV University. Twenty-one teams from different departments of DAV University and other institutions like HVM College, CT Institute and KCL-IMT participated in the competition. Chartered Accountants Mr. Bhavesh Sharma and Mr. Lovansh were the judges for the event. The objective of the B-Plan Contest was to provide a meaningful learning experience to students and inculcate entrepreneurial drive amongst the participants. The event was coordinated by the M.Com students under the guidance of Dr. Sandeep Vij and Mr. Sidhartha Sharma.



Fresher's Party for new UG and PG students

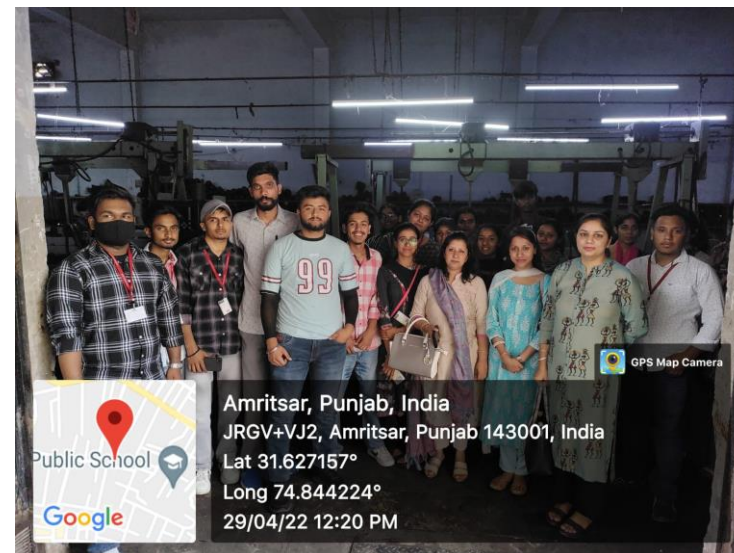
Fresher's party was organized by the department of commerce and business management for the new batch of its students. Students participated in different activities like games, modeling and performed different cultural items. Red bull promoted the event. Two students from UG and PG classes were selected as Ms. Fresher and Mr. Fresher after different rounds of competitions.



INDUSTRIAL VISIT/ EDUCATIONAL TOUR

Students of DAV University organized Industrial Visit

Students of DAV University from the department of Commerce, Business Management and Economics (CBME) organized an industrial visit to the Textile mill “Punjab woollen Mills” – Amritsar and “Mall of Amritsar”, Amritsar on 29-4-2022. On this day trip students interacted with the corporates in the organization. In Punjab woollen Mills, Mr Amrik Singh, Incharge; Mr.Anil Kapoor, Manager elaborated the students with the cloth production process i.e. weaving, printing and packaging process. He demonstrated to them how different machines were used for the production of designer clothes as well as the



assembly line in which the whole process worked. The top officials of the company Mr. Rajiv Arora and Mr. Saurabh Arora, answered different queries which the students asked. The students related various theoretical concepts with its practical implementation.

At “Mall of Amritsar” Ms. Mili Bathia, HR Manager, Mall of Amritsar interacted with the students. She told them about the recruitment and selection process that was followed in the organization. She also elaborated on incentive based promotions. How human resource issues were managed and what all the students need to do for making a successful career was also discussed in the interaction.

Visit to Arora Textile Shuttle works -Amritsar & Gobindgar fort

Industrial visit was organized for students of B.Com I year to Arora Textile Shuttle works, Amritsar on 4-2-2020. The students learned about the process of manufacturing and how the various business laws like factories act, compensation act were actually applicable in the company. They interacted with the company officials and gained practical insights of what they studied in class.They also visited



Gobindgarh fort in Amritsar and had a glimpses of rich Sikhism history. The students also saw pictorial representations the sacrifices made by the sikh gurus for the very existence of Sikhism.



Visit to Science City

Students of MCom IInd year and MBA I year, went to science city kapurthala on 4-2-2020. As science is the basic behind the very existence of life on earth, therefore students gained insights into the various universal laws, how different spatial phenomenon took place and what is their importance to life on earth.

