

JINDAL COLLEGE FOR WOMEN

(Managed by Pragun Jindal Philanthropic Organization)
Affiliated to Bangalore University, Jnanabharathi Campus & NAAC Accredited
Jindal Nagar, Tumkur Road, Bengaluru-73



COMMERCE FORUM

ANNUAL REPORT

2021-22

COMMERCE FORUM**Details of activities conducted during the Even Semester 2021-22**

SL NO	EVENTS	DATE
1	LOGO DESIGNING	11-07-2022
2	PRODUCT LAUNCH	27-07-2022
3	START-UP PLAN	01-08-2022 & 02-08-2022
4	EXTEMPORE	10-08-2022

Forum is a medium of open discussion or expression of ideas. A Commerce Forum can give students a safe environment to learn and interact with others with similar interests. The Forum has been a place to develop and motivate the students of Commerce to boost their knowledge, managerial skills, thinking process and their confidence. It is a platform provided to identify the prominent talent among the students.

B.Com is a course consist the aspects of Business, Entrepreneurial traits, Accounting and Taxation Professionals, Creative Marketers, etc. The main aim of the Department of Commerce is to create a stimulating and challenging environment for the students to show and experience their managerial skills, Conceptual knowledge, analytical skills and their practical applications are the main floor boards of the department.

COMMERCE FORUM – “ *WHITE KNIGHT*”

Commerce Forum is a great way to spark a student’s interest in learning. It gives students a chance to question how or why things work and work toward solutions.

Purpose:

- To expose students to practical challenges that occurs in the current business scenario.
- To encourage them to become future entrepreneurs/great leaders.
- To let them interact with business experts.
- Mainly to build self-confidence in themselves and pro-active approach.

Inauguration:

Commerce Forum was inaugurated on 2nd July, 2022 Mr. Suresh, the present Company Secretary of the Jindal Aluminium Limited, India’s largest aluminium extrusion company with a legacy spanning 50 years was the chief guest for the event. Sir Spoke about the importance of education and the impact that studies has in the future of students.

Report on LOGO DESIGNING

Date: 11-07-2022

Venue: I B.Com “A”

Number of students benefited- I, II B.Com students

Participants: 19 teams

Theme: Banking Institution

Purpose of the event: Logo design is all about creating the perfect visual brand mark for a company. Depending on the type, a logo usually consists of a symbol or brand mark and a logotype, along with a tagline. The motive of the logo designing is to stimulate creativity and intellectuality, to describe the brand values and to develop presentation skills

Program outcome:

- Logo design helped students to develop Presentation skill and communication skill.
- Stimulates creativity and intellectuality: With the help of logo designing the development of ideas was taken place. As every student participated in the designing their thoughts on the concept.
- Productive Activity: Students learnt to procure the best possible way to describe theme.
- Students were encouraged to come up with unique Logo of their choice on the theme Banking institution

Out of all innovative designing, 3 designs were considered as best design which meets the theme of event.

I Prize: Ramya.D and Sowmya.J II B.Com

II Prize: Harshitha and Aishwarya. E I B.Com

III Prize: Aarthi Saini and Ankitha Sharma II B.Com

Report on Product Launch

Date: 27-07-2022

Venue: Seminar Hall

Participant: I & II B.Com students

Total Participants: 7 teams

Purpose of the event: Product launch is an opportunity to showcase students newest ideas of product to investors, customers and influencers. Successful brand launches, create serious hype around new products to boost initial sales and build your brand's reputation. This event enhances students marketing skills of the innovative minds and shape their team spirit and co-ordination.

Program Outcome: To enhance creativity and intellectual ability.

- To develop team- building
- To strengthen presenting skills and thinking abilities
- Created awareness about market strategies, how to plan and execute.
- Creative thinking for presenting any product
- To become a bold public speaker
- Taught students how to plan and execute any event

Among the 7 teams 3 teams declared as best performer who reached audience and with creative idea.

I Prize: Vidya shree and team I B.Com

II Prize: Vismitha.k and team I B.Com

III Prize: Ruthushree and team I B.Com

Report on Start-up Plan

Date: 01-08-2022 & 02-08-2022

Venue: Seminar Hall

Participant: I & II B.Com students

Total Participants: 9 teams

Purpose of the event: It introduces students to the basic steps required to plan, start and run a business. Students are required to identify "real" business customers to define and deliver products and services, to negotiate with suppliers, administrative agencies and other stakeholders, and to finance company operations. This is a real world, real time experience, supplemented by classroom analysis.

Program outcome:

- Learnt about turning an idea into a business
- Learnt how to inculcate design thinking, how to compartmentalize challenges and priorities
- How to manage the funds they have raised
- How to network and find mentors/advisors/coaches
- How to market your start up

Out of 9 start up teams 3 teams with best plan and allocation of priorities were considered as best youth entrepreneurs.

I Prize: Nethra and Vinutha yadav II B.Com

II Prize: Dharini and chaithra B.G II B.Com

III Prize: Kushi Villuku and team I B.Com

Report on Extempore

Date: 10-08-2022

Venue: II B.Com

Participant: I & II B.Com students

Total Participants: 12 students

Topic: Economic impact of Ukraine War

Purpose of the event: It enables the students to think out the box and off the feet. It is a great platform to develop communication skills and time management it pushes one to conceive and generate ideas without any preparation. It makes them address and analyze the issue on spot.

Program outcome:

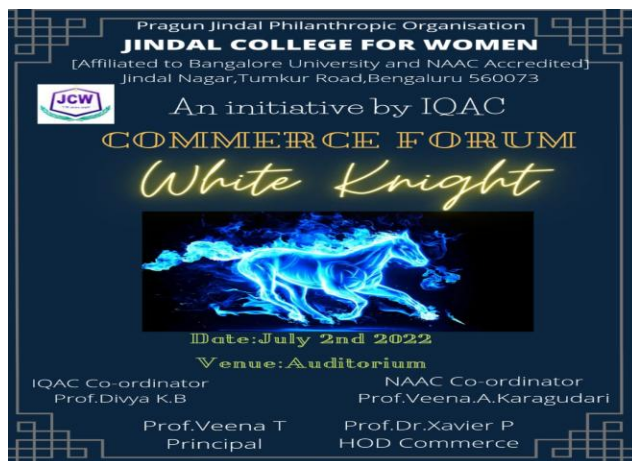
- It helped students in instantaneous thinking.
- Learnt how to analyze topics
- Identification of the issue.
- How to generate idea
- It builds ability to connect with the audience

Out of 12 students 3 students with best ideology, communication and who reached audience were selected as best speaker.

I Prize: Kavya S.G II B.Com

II Prize: Bindu shree I B.Com

III Prize: Nikitha I B.Com



Inauguration of Commerce Forum "WHITE KNIGHT"



Logo Designing



Product launch



Start-up Plan



Extempore