

COMMERCE SPECTRUM

PRISM OF BUSINESS INSIGHTS

A Publication of The PG Department of Commerce (Shift-II)



DEEKSHARAMBH'25

A Warm Welcome to All Our Freshers!



The **Student Induction Programme – Deeksharambh 2025** marked the beginning of a new academic journey for the incoming batch of the PG Department of Commerce (Shift – II) at Dwaraka Doss Goverdhan Doss Vaishnav College. Organized with the objective of welcoming freshers into the academic community, the programme served as a platform to familiarize students with the institution's culture, values, opportunities, and expectations. The programme commenced with an inspiring inaugural session organized by the Internal Quality Assurance Cell (IQAC), where students were introduced to the vision and legacy of the institution. The session featured motivating addresses from the college leadership and distinguished guests, encouraging students to embrace learning, discipline, and personal growth throughout their academic journey.

The programme concluded with an inspiring career guidance session highlighting professional pathways such as CA, CMA, and CS, motivating students to pursue excellence both academically and professionally. Overall, Deeksharambh 2025 successfully created a welcoming atmosphere for the new batch, helping students transition smoothly into college life while inspiring them to embark on their academic journey with enthusiasm, confidence, and a strong sense of purpose.

Throughout the induction programme, students engaged in a variety of motivational talks, knowledge sessions, and interactive activities designed to promote confidence, collaboration, and curiosity.

Expert speakers shared valuable insights on personal development, emerging trends in the banking and financial sector, and the importance of continuous learning.

To create a vibrant and engaging environment, the programme also included team-building activities, outdoor games, and creative sessions that encouraged students to interact, collaborate, and build meaningful connections with their peers.

Students were also introduced to various student clubs and institutional platforms, offering opportunities to explore leadership, service, innovation, and extracurricular involvement.



DEPARTMENT CHRONICLE

JUNE

25th, 26th, 27th & 30th JUNE 2025
DEEKSHARAMBH

JULY

1st & 2nd JULY 2025
DEEKSHARAMBH

10th JULY 2025

A SEMINAR ON HOW TO THINK LIKE
AN ENTREPRENEUR

15th JULY 2025

A SEMINAR ON DIGITAL MINDSET &
PSYCHOLOGY

17th JULY 2025

A SEMINAR ON INTELLECTUAL
PROPERTY RIGHTS

AUGUST

7th AUGUST 2025

INVESTITURE CEREMONY

12th - 21st AUGUST 2025

CIA I

22nd AUGUST 2025

A SEMINAR ON TURNING IDEAS INTO
RESEARCH

30th AUGUST 2025

PTM

SEPTEMBER

2nd - 3rd SEPTEMBER 2025

2nd INTERNATIONAL CONFERENCE ON
REDEFINING BUSINESS

23rd - 30th SEPTEMBER 2025

CIA II

OCTOBER

13th OCTOBER 2026

DYNAFEST '25

NOVEMBER

ODD SEMESTER EXAMS

DECEMBER

15th DECEMBER 2025

A SEMINAR ON SUSTAINABLE DEVELOPMENT
GOALS

JANUARY

20th - 24th JANUARY 2026

CIA I

FEBRUARY

16th FEBRUARY 2026

INDUSTRIAL VISIT (FOR M.COM 1st YEARS)

18th FEBRUARY 2026

LUMIERE '26

20th FEBRUARY 2026

AN INTERACTIVE SESSION ON HOW GLOBAL
CERTIFICATION WILL IMPACT INDIA ACROSS
ALL INDUSTRIES INCLUDING BIG 4 FIRM
(USA&UK)

23rd FEBRUARY 2026

PTM

24th FEBRUARY 2026

A DISCUSSION ON BEYOND COMMERCE

26th FEBRUARY 2026

A GUEST LECTURE ON STATISTICAL DATA
ANALYSIS FOR COMMERCE RESEARCH

27th FEBRUARY 2026

A GUEST LECTURE ON APPLIED ARTIFICIAL
INTELLIGENCE

INDUSTRIAL VISIT (FOR M.COM 2nd YEARS)

MARCH

9th - 13th MARCH 2026

CIA II



It gives me great pleasure and optimism to welcome this new academic year. This new academic year brings with it renewed hopes, fresh aspirations, and a collective commitment to strive for greater academic and institutional excellence. The DGVC family continues to move forward with confidence, guided by strong management support and the dedication of our faculty, students, and staff. I extend my warm greetings and best wishes to the entire DGVC community as we step into another year of progress, unity, and achievement. May this year bring success and new milestones for our institution.

SHRI. DR. ASHOK KUMAR MUNDHRA, SECRETARY



As D.G. Vaishnav College steps into the New Academic year, we look ahead with renewed energy, purpose, and determination. This fresh beginning brings new hopes and aspirations for academic growth, innovation, and holistic development. I am proud of the commitment and teamwork shown by our students, faculty, alumni, and staff in shaping the future of our institution. This edition of Commerce Spectrum reflects our shared vision, achievements, and forward-looking spirit. May it continue to highlight our journey, foster unity, and inspire excellence within the DGVC community in the year ahead.

CAPT. DR. S. SANTHOSH BABOO, PRINCIPAL

HOW TO THINK LIKE AN ENTREPRENEUR : ENTREPRENEURIAL MINDSET VS EMPLOYEE MINDSET



The PG Department of Commerce (Shift II), Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous), organised a seminar titled **"How to Think Like an Entrepreneur: Entrepreneurial Mindset vs Employee Mindset"** on **10th July 2025** at the SRG Auditorium, DG Vaishnav College. The session was delivered by **Mr. R. Satishraj**, Chief Executive Officer of E-Crusaders, who shared valuable insights on developing an entrepreneurial mindset. The seminar focused on helping students understand the key differences between the entrepreneurial mindset and the employee mindset. The speaker explained that entrepreneurs focus on innovation, opportunity, and value creation, while employees often operate within structured roles and responsibilities. Students were encouraged to develop creativity, leadership skills, and the confidence to take initiative. The session also highlighted the importance of entrepreneurship in today's dynamic business environment. Through examples from his professional experience, the speaker motivated students to think independently, embrace challenges, and cultivate a growth-oriented mindset. The seminar concluded with an interactive discussion with the students, making the session both informative and inspiring for aspiring young entrepreneurs.

DIGITAL MINDSET AND PSYCHOLOGY : AI AS A PARTNER IN HUMAN GROWTH

On the occasion of World Youth Skills Day, the PG Department of Commerce (Shift II), in collaboration with the Institution's Innovation Council, organised a seminar titled **"Digital Mindset and Psychology"** on **15th July 2025** at the SRG Auditorium, Dwaraka Doss Goverdhan Doss Vaishnav College. The session was delivered by **Mr. P. S. Vasudevan**, who spoke about how Artificial Intelligence (AI) can complement and enhance human potential rather than replace it. The seminar emphasised the importance of developing a balanced digital mindset in an AI-driven world. Students were encouraged to practise responsible digital behaviour, engage with full-length information sources instead of short summaries, and develop skills such as precise and effective communication. The speaker also highlighted that while AI can automate many technical tasks, it lacks the ability to understand human emotions, ethics, and social complexities, making human judgment and empathy essential. The session further explored the psychological aspects of decision-making, explaining the role of the Prefrontal Cortex, which is responsible for reasoning and matures fully only around the age of 25. Students were advised to maintain digital well-being, reduce excessive screen time, and practise mindful technology use. Addressing future career opportunities, the speaker reassured students that AI will not replace humans, but individuals who know how to use AI will have a significant advantage. He encouraged students to develop skills in emerging technologies and AI tools to stay competitive in the evolving job market. The seminar concluded with an interactive discussion and an engaging activity, leaving students inspired to embrace AI as a tool for growth, innovation, and responsible digital transformation.



INTELLECTUAL PROPERTY RIGHTS AWARENESS PROGRAMME NIPAM 2.0

The PG Department of Commerce (Shift II) organised an **IPR Awareness Programme – NIPAM 2.0** on **17 July 2025** from 3:30 PM to 5:30 PM to create awareness about Intellectual Property Rights (IPR) among students. The programme began with the Tamil Thai Vazhthu and the College Prayer. The session was delivered by **Ms. Jaba Chakraborty**, Senior Executive for IP Analytics at IIT Madras, who introduced students to key forms of intellectual property including patents, trademarks, copyrights, geographical indications, trade secrets, and plant varieties. Through practical examples, she explained how IPR helps protect innovation, creativity, and regional products. The seminar concluded with an interactive Q&A session, followed by the felicitation of the chief guest and a vote of thanks. The programme provided valuable insights into the importance of protecting intellectual property in today's innovation-driven world.





AN ERA BEGINS : THE INVESTITURE CEREMONY OF OUR STUDENT LEADERSHIP AND CROWNING OF RESPONSIBILITY



STUDENT COUNCIL OF PG DEPARTMENT OF COMMERCE (SHIFT II)



The PG Department of Commerce (Shift II), Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous), organised the Investiture Ceremony & Guest Lecture for the academic year 2025-2026 under the banner of Prathibha Sangam on 7th August 2025 at the SRG Auditorium. The programme marked an important occasion to formally induct the newly appointed office bearers of the association and to inspire students through an enriching guest lecture. The event was graced by **CA S.J. John Kennedy**, Additional Superintendent of Police and Founder President of the Young Pioneers Association (YPA), as the Chief Guest. The ceremony was conducted in the presence of Dr. Pradeepa George, Assistant Professor & Advisor, PG Department of Commerce (Shift II) and **Capt. Dr. S. Santhosh Baboo**, Member Syndicate & Principal, and was held under the valuable guidance and blessings of **Shri. Dr. Ashok Kumar Mundhra**, Secretary, which added significance to the occasion. The programme commenced with the formal investiture ceremony, where the newly elected student office bearers of Prathibha Sangam were officially entrusted with their roles and responsibilities. The ceremony symbolised leadership, accountability, and commitment, encouraging students to actively participate in academic and co-curricular activities. The office bearers took their oath, pledging to uphold the values of the institution and work towards the growth and development of the association. Following the investiture ceremony, the guest lecture session began with the address by the Chief Guest, CA S.J. John Kennedy. In his insightful speech, he emphasised the importance of discipline, leadership, and ethical values in shaping successful individuals. Drawing from his professional experience in law enforcement and social service, he shared valuable life lessons on perseverance, responsibility, and the importance of contributing positively to society. The speaker highlighted the role of youth in nation-building and encouraged students to develop a strong sense of purpose and integrity. He stressed that success is not merely defined by academic achievements but also by character, values, and the ability to make a meaningful impact. His address inspired students to take initiative, embrace leadership opportunities, and strive for excellence in all their endeavours. The session also focused on the significance of organisations like the Young Pioneers Association (YPA) in nurturing young talent and guiding students towards constructive goals. Students were motivated to engage in activities that promote personal growth, social responsibility, and community development. The event witnessed active participation from students, who attentively listened to the session and gained valuable insights from the speaker's experiences. The interaction between the Chief Guest and the students further enriched the programme, providing clarity on leadership, career paths, and personal development. The programme was well-organised under the guidance of the faculty coordinators – **Dr. T. Kamala, Ms. N. Subhashree, and Ms. P. R. Vishalakshi**, whose efforts ensured the smooth conduct of the event. Their support played a crucial role in making the ceremony a meaningful and successful academic initiative. The Investiture Ceremony & Guest Lecture concluded on a high note, leaving students motivated and inspired to take up leadership roles with confidence and responsibility. The event successfully achieved its objective of instilling leadership qualities, promoting ethical values, and encouraging students to contribute actively to the academic and social environment of the institution.

TURNING IDEAS INTO RESEARCH : A BEGINNER'S GUIDE

The PG Department of Commerce (Shift II) organised a seminar on **"Turning Ideas into Research: A Beginner's Guide to Types, Scales and Questionnaires"** on 22 August 2025 at 3:00 PM. The session was led by **Dr. A. G. Vijayanarayanan**, an eminent academician and researcher, who introduced students to the fundamentals of research methodology. The speaker explained how research begins with an idea and evolves through systematic investigation, highlighting the importance of curiosity and problem identification. He discussed various types of research, including basic and applied, qualitative and quantitative, and descriptive, analytical, exploratory, and experimental approaches. The session also covered data and statistics, emphasizing their role in analysis and interpretation. Students were guided on selecting research topics, framing effective titles, and identifying reliable sources of ideas. A key focus was on questionnaire design, where the speaker explained different measurement scales and the importance of clarity, neutrality, and relevance in framing questions.

Turning Ideas into Research: A Beginner's Guide. The PG Department of Commerce (Shift II) organised a seminar on "Turning Ideas into Research: A Beginner's Guide to Types, Scales and Questionnaires" on 22 August 2025 at 3:00 PM. The session was led by Dr. A. G. Vijayanarayanan, an eminent academician and researcher, who introduced students to the fundamentals of research methodology. The speaker explained how research begins with an idea and evolves through systematic investigation, highlighting the importance of curiosity and problem identification. He discussed various types of research, including basic and applied, qualitative and quantitative, and descriptive, analytical, exploratory, and experimental approaches. The session also covered data and statistics, emphasizing their role in analysis and interpretation. Students were guided on selecting research topics, framing effective titles, and identifying reliable sources of ideas. A key focus was on questionnaire design, where the speaker explained different measurement scales and the importance of clarity, neutrality, and relevance in framing questions.



PARENTS-TEACHERS MEETING : I, II & III YEAR STUDENTS

The PG Department of Commerce (Shift II) organised a **Parents-Teachers Meeting** on 30th August 2025 at the college premises, commencing at 2:00 PM. Students were guided to their respective classrooms by year and section, enabling parents to have meaningful one-on-one conversations with class teachers. These interactions gave parents valuable insight into their ward's academic performance, personal habits, and overall progress, while teachers offered tailored suggestions to support growth both inside and outside the classroom. Following the classroom sessions, a common gathering was held. Dr. Pradeepa George, Assistant Professor and Advisor, addressed the audience on the importance of discipline, consistent academic effort, and parental involvement in students' holistic development. Dr. T. Kamala then delivered a thought-provoking talk on the growing concern of social media and mobile phone addiction, urging students to use technology responsibly and maintain a healthy balance between their digital presence and academic focus.

Ms. C. V. Bhuvaneshwari guided students on effective time management and the value of cultivating positive habits to meet future challenges. Dr. R. Abinaya, along with other faculty members, further engaged with parents and students, stressing the importance of consistent hard work, regular attendance, and participation in extracurricular activities for all-round development. Faculty members also addressed individual queries from parents and assured them of the institution's continued support. The event concluded with refreshments and an atmosphere of warmth and goodwill, with parents expressing sincere appreciation for the faculty's dedication. The PTM proved to be a successful platform in strengthening the bond between parents, teachers, and students toward their shared goal of academic and personal excellence.

INDUSTRIAL VISIT TO SREE SASTHA PAPER MILL

The PG Department of Commerce – Shift II, Dwaraka Doss Goverdhan Doss Vaishnav College, organized an **Industrial Visit to Sri Sastha Paper Mill** on 6th March 2026 for the III Year students, with a total of 150 students actively participating in the visit. The initiative was conducted under the guidance of the Head of the Department (Advisor), Dr. Pradeepa George, with the primary objective of providing students with practical exposure to real-world manufacturing processes and industrial operations. During the visit, the Manager of Sree Sastha Paper Mill guided the students throughout the session, offering detailed insights into the functioning of the paper manufacturing industry. The visit provided a comprehensive understanding of the paper production process, beginning from raw material handling to the final finished product. Students were introduced to various stages such as pulp preparation, sheet formation, pressing, drying, and finishing. They also gained knowledge about the types of raw materials used and observed the functioning of heavy machinery and workflow within the manufacturing unit.

The session emphasized the importance of quality control, efficient resource utilization, and maintaining a continuous production process. The interactive nature of the visit allowed students to clarify their doubts and deepen their understanding of industrial practices. Overall, the industrial visit proved to be highly informative and beneficial, enabling students to bridge the gap between theoretical knowledge and practical application. It offered valuable exposure to production management, operational efficiency, and the work culture within an industrial environment. The department expresses its sincere gratitude to the management and the Manager of Sri Sastha Paper Mill for facilitating the visit and sharing their expertise. Special thanks are extended to Dr. Pradeepa George for her guidance and support, as well as to the faculty members Mr. N. Vikram, Ms. Sasi Rekha, Ms. Pon Selvi, and Ms. P. Kalpana for accompanying the students and ensuring the successful conduct of the visit. The session emphasized the importance of quality control, efficient resource utilization, and maintaining a continuous production process.

Furthermore, the industrial visit helped students enhance their observation, communication, and professional interaction skills. By witnessing the coordination between various departments, students understood the importance of teamwork, time management, and safety practices in an industrial environment. The visit not only strengthened their practical knowledge but also provided valuable exposure to real-time industrial operations and workplace culture. The experience encouraged students to connect classroom concepts with practical industrial applications. It also motivated students to gain deeper insights into modern production and management practices.



INVESTITURE CEREMONY FOR THE ICORB'25



The **Investiture Ceremony for the 2nd International Conference** was organised in the SRG Auditorium on **11th August 2025**, marking a significant day for the department and its student community, as leadership roles were formally conferred upon the newly appointed office bearers. The occasion was graced by the respected Principal, **Capt. Dr. S. Santhosh Baboo** of Dwaraka Doss Goverdhan Doss Vaishnav College, whose visionary leadership and dedication to fostering academic excellence have played a pivotal role in creating an environment where both scholastic and co-scholastic growth thrive, and whose address encouraged students to take up responsibilities with sincerity, discipline, and commitment. The Chief Guest, **Dr. S. Saibabu**, M.Tech (Env.), MBA, Ph.D., Managing Director, delivered an engaging talk on the theme "From Scratch to Success - The Journey of the Game-Changing Startuppreneur," sharing his personal entrepreneurial journey and illustrating the challenges faced, the resilience required, and the innovative thinking that transforms an idea into a thriving enterprise, while emphasizing the importance of adaptability, persistence, and continuous learning in the ever-changing business landscape. Drawing from real-life experiences, he inspired the audience to pursue their dreams with courage and vision while remaining grounded in values and ethics. The ceremony culminated in the formal conferring of leadership roles and the presentation of insignias to the newly appointed office bearers, symbolizing the trust and responsibilities bestowed upon them.



The **2nd International Conference on "Redefining Business: Trends, Transition & Technology"** was successfully organised on **September 2 and 3, 2025**, at the college's SRG Auditorium, bringing together academics, industry experts, and students from across the country and abroad to explore how businesses can adapt to the fast-changing global landscape through innovation, technology integration, and strategic transition. The inaugural session commenced with the release of the conference proceedings by the dignitaries, followed by the Guest of Honour address by **Mr. Karthik Yanamandram**, Global Functions Leader at Hewlett Packard Enterprise, who highlighted the growing influence of AI and automation on workforce dynamics and the skill sets needed for the future. In his Presidential Address, **Capt. Dr. S. Santhosh Baboo**, Principal of DDGDVC, stressed the importance of continuous upskilling and AI adoption for future-ready professionals, while **Dr. R. Shanthi**, Professor and Head, Department of Commerce, University of Madras, who served as the Inaugural Chief Guest, spoke on unicorn startups, supply chain innovations, and the transition of startups into market leaders. The conference featured six expert panel discussions on themes including workforce diversity, influencer marketing, and fintech trends, complemented by two virtual keynote sessions via Google Meet that brought global perspectives into the discussion, alongside three technical sessions showcasing research papers as a platform for academic exchange and innovation. The valedictory session on Day 2 featured **Dr. J. Radhakrishnan**, I.A.S., as Guest of Honour, who applauded the institution's vision and urged students to turn challenges into opportunities, and **Mr. R.K. Ramachandran**, Global Talent Head at KaarTech, as Valedictory Chief Guest, who shared insights on innovation, leadership, and industry-academic synergy. The event concluded with felicitations, Best Paper Awards, and a vote of thanks, leaving the audience enriched and inspired.

ICoRB'25



Faculty members shared detailed feedback on students' academic achievements, internal assessment performance, classroom participation, and subject understanding. Teachers highlighted areas requiring improvement and offered practical suggestions to enhance learning outcomes, examination preparation, and academic consistency. Special emphasis was placed on regular attendance, timely submission of assignments, active classroom participation, and disciplined study habits. Parents were encouraged to continuously monitor their wards' academic activities and motivate them toward a balanced approach to studies and personal development.

Parents actively participated by sharing their observations and concerns regarding their children's academic routines and learning behaviour. Teachers addressed individual queries and provided personalised guidance on building confidence, time management, and overall academic performance. The interactive sessions strengthened communication between parents and faculty, fostering better understanding and cooperation in supporting student progress. The PTM concluded with positive feedback from parents, who appreciated the department's ongoing efforts in monitoring and guiding students, reaffirming the partnership between parents and teachers in contributing to the overall development and well-being of every student.

IN CONVERSATION WITH PARENTS : PTM

The PG Department of Commerce (Shift II) organised a **Parents-Teachers Meeting** on **23rd February 2026** at the college premises, commencing at 2:00 PM. Students assisted and guided their parents to their respective classrooms based on class and section. The meeting was conducted exclusively through classroom interaction sessions, providing an organised and comfortable environment for parents to engage directly with class teachers, with discussions centred on academic performance, attendance, behavioural aspects, and overall student progress.





DYNAFEST



DYNAFEST'25 was organized by Prathibha Sangam, the students' association of the PG Department of Commerce (Shift-II), on **13th October 2025** at Dwaraka Doss Goverdhan Doss Vaishnav College. The fest provided a dynamic platform for students across Chennai to showcase their intellectual, managerial, and creative skills through a variety of competitive events. The inaugural ceremony was held at 10:00 a.m. in the Main Auditorium, graced by Chief Guest **Mr. Super Subbu**, a renowned Tamil lyricist. The event began with the traditional lighting of the lamp, followed by an inspiring address highlighting passion, creativity, and perseverance. The inauguration concluded at 10:30 a.m., marking the start of the competitions. A wide range of events such as Best Manager, Debate, Shipwreck, Potpourri, Business Quiz, Stress Interview, Connections, Product Auction, Photography, and Digital Design were conducted across various venues. These events tested participants' leadership, analytical thinking, creativity, and communication skills, and were judged by experienced professionals. Students from various colleges actively participated, making the competitions highly engaging and competitive. The fest also featured special appearances and performances, including the presence of **Mr. Aswath Chandrasekar** and **Mrs. Kanmani**, and a musical performance by **Ms. Soundarya**, which added vibrancy to the event. The valedictory ceremony was held at 5:00 p.m. in the Main Auditorium, with Chief Guest **Mr. Siddhartha Shankar**, a noted Tamil actor. The ceremony included prize distribution for winners and recognition of participants, appreciating their talent and efforts. The event concluded with a formal photography session. **DYNAFEST'25** stood as a testament to teamwork, innovation, and leadership, reflecting the college's commitment to holistic student development. The event ended on a celebratory note, leaving behind valuable learning experiences and memorable moments for all participants.

The PG Department of Commerce (Shift II) of Dwaraka Doss Goverdhan Doss Vaishnav College, under the banner of Prathibha Sangam, hosted an enriching academic seminar titled "**Sustainable Development Goals: An Overview**" on **5th December 2025**. Distinguished advocate **Adv. Chandini Hariharan** graced the occasion as guest speaker, delivering an insightful address to an engaged student audience. The session opened with a compelling account of the United Nations' foundational role in sustaining global peace, diplomacy, and multilateral cooperation. The speaker then traced the evolution of sustainable development from the Brundtland Commission's definition through the Millennium Development Goals, arriving at the 2015 agenda that gave rise to the 17 Sustainable Development Goals universal, measurable, and committed to inclusive global participation. A significant portion of the session spotlighted India's progress in sustainability from rural electrification and expanded LPG access to ambitious renewable energy targets in solar and wind power, alongside inclusive insurance programs strengthening financial resilience for vulnerable communities. She also highlighted persistent systemic challenges in developing nations, such as fragmented data infrastructure and unequal resource distribution, stressing that policy reforms must be matched by evolving civic systems. The Q&A segment proved to be a highlight, with students raising thoughtful questions on geopolitics, global currency frameworks, and the relationship between technology and international relations. The speaker responded with clarity, emphasizing how financial systems, diplomacy, and sustainable development are deeply interconnected. She concluded by encouraging students to embrace integrity, discipline, and ethical awareness as personal contributions toward a sustainable future reminding them that they are ambassadors of both their institution and society at large. The seminar wrapped up at 5:10 p.m. with a warm vote of thanks, having successfully cultivated global awareness, critical thinking, and a renewed sense of civic responsibility among all attendees.

PG DEPARTMENT OF COMMERCE (SHIFT-II)

PRATHIBHA SANGAM

PRESENTS

A SEMINAR ON



SUSTAINABLE DEVELOPMENT GOALS

Decent Work and Economic Growth
Reduced Inequalities Affordable and Clean Energy
Industry, Innovation and Infrastructure Life on Land Quality Education
No Poverty Gender Equality Climate Action
Life Below Water
Peace, Justice and Strong Institutions Zero Hunger Clean Water and Sanitation
Sustainable Cities and Communities Responsible Consumption and Production
Partnerships for the Goals Good Health and Well-Being

AN OVERVIEW



INDUSTRIAL VISIT ADANI KATTUPALLI PORT

The PG Department of Commerce (Shift II), Dwaraka Doss Goverdhan Doss Vaishnav College, organised Industrial Visits to **Adani Kattupalli Port** on **16 February 2026** and **27 February 2026** for M.Com I and II Year students under Project Udaan. A total of 43 students from each batch participated, gaining valuable industry exposure. The sessions were guided by **Mr. P. Praveen Kumar**, Port Mentor, and **Mr. P. Surya**, Project Officer – Udaan Project, who provided insights into port operations, logistics systems, and project-level management. Students attended safety briefings, presentations, and guided tours of the container yard and operational areas, observing cargo handling, documentation processes, and digital tracking systems. While the first visit focused on fundamentals of port operations, logistics, and international trade, the second visit emphasised strategic planning, infrastructure development, and project execution within port management. Students also gained insights into risk management, operational efficiency, and coordination between logistics and customs authorities. Overall, the visits offered a comprehensive understanding of supply chain management, maritime trade, and real-time industrial practices, successfully bridging the gap between theoretical knowledge and practical application, and enhancing students' readiness for careers in logistics and international business.



LUMIERE'26, organized by **Prathibha Sangam**, the students' association of the PG Department of Commerce (Shift-II), was held on **18th February 2026** at Dwaraka Doss Goverdhan Doss Vaishnav College. The fest brought together students from various institutions, providing a vibrant platform to showcase their analytical, creative, and managerial talents. The inaugural ceremony commenced at 9:45 a.m. in the Main Auditorium, graced by Chief Guest **Dr. Charulatha Mani**, a renowned Carnatic vocalist and playback singer. The session began with the traditional lamp lighting, followed by an inspiring address and an engaging musical performance, setting an energetic tone for the day. A variety of competitive events such as Shipwreck, Business Quiz, Green Screen, Minute to Fame, Channel Surfing, Stress Interview, IPL Auction, Cold Kitchen, Potpourri, Photography, Digital Design, and Final Showdown were conducted across different venues. These events tested participants' creativity, leadership, analytical thinking, and communication skills, with enthusiastic participation from multiple colleges and fair evaluation by experienced judges. The fest also featured special appearances by **Mr. Prajin** and **Mrs. Sandra** (Bigg Boss Tamil fame), whose interaction and performance added excitement and engagement to the event. The valedictory ceremony was held at 6:15 p.m. in the Main Auditorium. Judges were felicitated for their valuable contributions, followed by the prize distribution ceremony. Mohammed Aadil (SRM College) secured the title of Mr. Lumiere'26, while Easwari Engineering College (EEC) won the Overall Championship, with Loyola College as the runner-up. **LUMIERE'26** stood as a testament to teamwork, innovation, and student excellence. The event concluded with the National Anthem, leaving behind memorable experiences and reinforcing the institution's commitment to holistic development.



AN INTERACTIVE SESSION HOW GLOBAL CERTIFICATION WILL IMPACT INDIA ACROSS ALL INDUSTRIES INCLUDING BIG 4 FIRMS (USA & UK)

The PG Department of Commerce (Shift-II) hosted an insightful and engaging interactive session on **20th February 2026** at Ganga Block, centered on the theme “**How Global Certification Will Impact India Across All Industries Including Big 4 Firms (USA & UK).**” The session brought together aspiring commerce professionals eager to explore opportunities beyond borders. The highlight of the session was the presence of Mr. Balaji Krishnamoorthy, an expert in International Business Education and Faculty Advisor for global certifications such as US CMA, US CPA, US CFA, and UK ACCA. With his deep industry knowledge and practical insights, he shed light on how global certifications are rapidly transforming career landscapes, especially within multinational corporations and Big 4 firms.

Through a dynamic and relatable approach, the speaker emphasized the growing demand for globally qualified professionals in India. He explained how international certifications not only strengthen technical expertise but also open doors to global exposure and diverse career pathways. Students gained clarity on exam structures, eligibility criteria, and the long-term advantages of pursuing such certifications alongside their academic journey. The session also explored the influence of globalization and technological advancements on the finance and commerce sectors. Students were encouraged to stay ahead by developing analytical thinking, digital skills, and strong professional ethics—qualities that define successful global professionals today. Adding a practical edge, Mr. Balaji shared effective preparation strategies, time management techniques, and tips on balancing academics with professional goals.

An Interactive session on
HOW GLOBAL CERTIFICATION WILL IMPACT INDIA ACROSS ALL INDUSTRIES INCLUDING BIG 4 FIRM (USA & UK)



SPEAKER
Balaji Krishnamoorthy
Lecturer in International Business Education &
Faculty Advisor in Global Certification
(US CMA - US CPA - US CFA - UK ACCA)

His guidance provided students with a clear roadmap to navigate their careers with confidence and purpose. The interactive nature of the session kept students actively involved, with enthusiastic participation and thoughtful questions on career growth, salary prospects, and industry expectations. The discussion not only clarified doubts but also inspired students to think strategically about their future. The programme concluded on a highly positive note, leaving students motivated and better equipped to pursue global opportunities.



BEYOND COMMERCE : UNLOCKING IT CAREER OPPORTUNITIES THROUGH CODING

The PG Department of Commerce (Shift-II), Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous), organized an engaging discussion session titled “**Beyond Commerce – How Coding Opens Doors to the IT Industry**” on **24th February 2026** at Ganga Block. Conducted for second-year students, the session aimed to broaden their perspective on career opportunities beyond traditional commerce domains by highlighting the growing integration of technology in business and finance. The session featured **Mr. Prakash Velayudham**, CEO & Founder of Codebuilders Pvt. Ltd., as the resource person, who shared valuable industry insights on the importance of combining commerce knowledge with coding skills. He emphasized that in today's multidisciplinary job market, proficiency in areas such as Python, SQL, data analytics, financial modeling, and ERP systems can significantly enhance employability, particularly in IT and fintech sectors. The interactive session witnessed enthusiastic participation, with students actively engaging in discussions on career transitions, skill development, and industry expectations. The programme successfully bridged the gap between academic learning and real-world applications, inspiring students to adopt a growth mindset and explore interdisciplinary career paths. The session concluded with a vote of thanks, leaving students with greater clarity, confidence, and motivation to expand their horizons beyond commerce.

APPLYING STATISTICS IN COMMERCE RESEARCH : HANDS-ON SPSS TRAINING

The PG Department of Commerce (Shift-II), Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous), organized a guest lecture on “**Statistical Data Analysis for Commerce Research: Hands-on Training with SPSS**” on **26th February 2026** at Ganga Block. The session aimed to equip students with practical knowledge of statistical tools essential for academic research and data-driven decision-making. The lecture was delivered by **Dr. A.G. Vijayanarayanan**, Assistant Professor and Research Supervisor, who provided valuable insights into the fundamentals of statistical analysis and the growing importance of SPSS in commerce research.

The session featured hands-on training, where students learned data entry, coding, variable definition, and interpretation of statistical outputs, along with practical demonstrations of descriptive statistics, correlation, and hypothesis testing. The interactive session enabled students to clarify their doubts on research methodology, sampling techniques, and data interpretation. Emphasizing analytical thinking and accuracy, the programme significantly enhanced students' research skills and confidence. The session concluded with a vote of thanks, marking it as an informative and enriching learning experience.



APPLIED ARTIFICIAL INTELLIGENCE : EFFECTIVE PROMPT DESIGN FOR ACADEMIC AND PROFESSIONAL USE

The PG Department of Commerce (Shift-II), Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous), organized a guest lecture on “**Applied Artificial Intelligence: Effective Prompt Design for Academic and Professional Use**” on **27th February 2026** at Ganga Block, aiming to familiarize students with the practical applications of Artificial Intelligence in academic and professional settings. The resource person, **Dr. S. Madhusudan**, Assistant Professor, Department of Social Work, delivered an insightful session on the fundamentals of AI and its transformative role in education, research, and professional practices, with a focus on designing effective prompts for accurate and ethical AI outputs.

Through practical demonstrations, students learned techniques for prompt framing, report writing, research structuring, and idea generation using AI tools, while also understanding the importance of responsible AI usage and maintaining academic integrity. The interactive session enabled students to clarify their doubts on AI ethics, plagiarism, and emerging career opportunities in AI-driven fields, making the programme informative and impactful in enhancing their practical understanding of Artificial Intelligence.

STUDENT ACHIEVEMENTS



Departmental Achievements in Sports (2025–2026)

The Department demonstrated outstanding performance in sports during the academic year 2025–2026, securing notable achievements across multiple events. The students emerged as winners in both Basketball and Kho Kho, showcasing exceptional teamwork and athletic excellence. The department also secured the runner-up position in Tug of War, reflecting strength and coordination. In track events, the Men's 4×100 metres relay team achieved a commendable bronze medal, while the Women's 4×100 metres relay team brought pride by winning the silver medal. Additionally, in individual events, the Women's High Jump participant secured a bronze medal, further highlighting the department's all-round sporting talent and dedication.



Overall Runners-Up Achievement at Jhankar'25

The students of the PG Department of Commerce (Shift-II) achieved a remarkable milestone at Jhankar'25, MOP Vaishnav College, securing the Overall Runners-Up position. Their enthusiastic participation, consistent performance, and team spirit across various events contributed to this proud achievement. The accomplishment reflects the students' talent, dedication, and commitment, bringing laurels to the department and adding to its tradition of excellence.

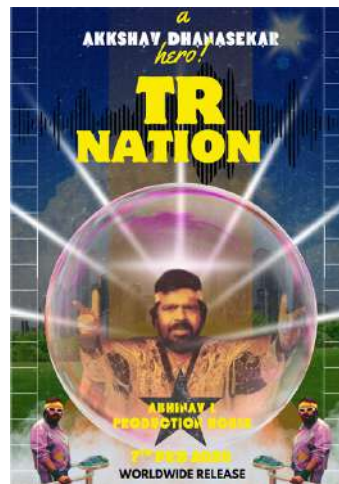
V'fest'25

The **Solo Singing** event saw an outstanding performance by **M. K. Ananthabala Subramaniam** from B.Com General (Shift II), who secured 1st place with remarkable vocal excellence and stage presence.

The **Shipwreck** event witnessed a compelling performance by **Shri Krishna S** from B.Com General (Shift II), who secured 2nd place by effectively defending and justifying his position with confidence and spontaneity.



Spotlight on Success: Artistics'26 Triumphs



Poster Designing showcased creativity and visual expression, where the department secured 3rd place. The poster, based on featuring actor T. Rajendhar (TR) as the main character, followed the Frutiger Aero theme with soft gradients and a glossy, futuristic aesthetic. The design stood out for its unique blend of nostalgia and modern visual appeal. This achievement was brought by **Akshay Dhanasekar**.

Group Dance witnessed an energetic and well-coordinated performance by the team, earning them a commendable **2nd place** at Artistics'26. The event highlighted their teamwork, synchronization, and stage presence.

Short Film stood out as a platform for storytelling and technical skill, where the team secured **2nd place** for their impressive execution. The participants who contributed to this success were **Sanjeev, Dhanush, Jashvanth, Kishore, and Sasi Kumar**.

Crime Analysis emphasized analytical thinking and problem-solving abilities, in which the team secured **1st place**. Their performance demonstrated clarity, logic, and teamwork. The winners were **Himesh Nahar, S. Giridharan, and Naveen Kumar**.

Battle of Bands highlighted musical talent and coordination, with the team securing 1st place through an outstanding performance. Their energy and musical harmony set them apart. The team members were **Hariharan P, Nithish R, Manci, and Karthik Sai**.

IPL Auction tested strategic thinking and decision-making skills, where the team emerged as winners. Their approach reflected strong understanding and planning. The winners were **Nivendher, Gokulavasan, and Vetry Selvan A**.

Creative Writing English focused on linguistic creativity and expression, where **1st place** was secured with an exceptional performance. This achievement was earned by **S. Giridharan**.

Overall, the students of B.Com General (Shift-II) showcased remarkable talent and versatility across events at Artistics'26, bringing pride and recognition to the department through their dedication and excellence.

The academic year 2025–26 marked a truly commendable and unprecedented surge in student participation from the PG Department of Commerce (Shift II), reflecting the department's unwavering commitment to holistic development and co-curricular excellence. Although victory did not grace every endeavor, the sheer enthusiasm, perseverance, and indomitable spirit demonstrated by each and every participant stood as a testament to the vibrant academic culture nurtured within the department. From competitions to cultural and academic events, students stepped forward with remarkable courage and dedication, embodying the very essence of sportsmanship and scholarly pursuit. The department takes immense pride in acknowledging and celebrating the efforts of every individual who graced the stage and represented their institution with dignity and distinction. It is with profound appreciation and heartfelt admiration that we recognize each participant, for it is their relentless pursuit of excellence irrespective of the outcome that truly elevates the spirit of the department. May this growing culture of enthusiastic participation continue to flourish and inspire generations of students to come.

"The glory of sport lies not in the laurels of victory, but in the courage to step forward, compete, and give one's very best for it is participation that truly defines a champion."

CREATIVE CORNER

Overview of India's Union Budget 2026-27

The Union Budget for the financial year 2026-27 reflected how global trade tensions are shaping India's fiscal priorities. A major influence on the Budget was the rise in protectionist policies, particularly the higher tariffs imposed by the United States under President Donald Trump. While presenting the Budget on February 1, Finance Minister Nirmala Sitharaman emphasized that India is operating in a challenging global environment where trade cooperation is weakening and supply chains are becoming uncertain. Because of this, the government structured its fiscal strategy around strengthening domestic manufacturing, improving export competitiveness and ensuring supply-chain security. During her speech, Sitharaman highlighted that rising protectionism around the world is affecting many economies, including India. She noted that access to global markets and resources is becoming more difficult, which has forced countries to rethink their economic and budgeting strategies. The Budget therefore focused not only on supporting economic growth but also on building resilience so that Indian industries can remain competitive despite external pressures. One of the key challenges came from tariff increases introduced by the United States in 2025. The administration led by Donald Trump initially imposed a 25 percent tariff on several Indian goods in April 2025, citing concerns about trade imbalance. Later, the tariffs were increased to 50 percent, partly due to geopolitical concerns such as India's continued purchase of Russian crude oil. These decisions created pressure on many Indian export sectors and raised concerns about declining competitiveness in the U.S. market. As a response, the 2026-27 Budget included several measures aimed at supporting industries most affected by the higher tariffs. Export-oriented sectors such as textiles, leather and seafood received targeted attention, as these industries rely heavily on international markets and employ a large workforce. By providing relief measures, policy adjustments and support for exporters, the government aimed to reduce the impact of the tariffs and help these sectors remain stable in a difficult global trade environment. Overall, the Budget demonstrated how international economic developments can influence domestic fiscal planning. Instead of focusing only on routine spending and growth, the government used the Budget as a tool to strengthen India's economic resilience. Through policies supporting manufacturing, exports and supply chains, India is attempting to adapt to a world where global trade is becoming more competitive and uncertain.



An article by **Yoga Sri II A**

Investment in Gold or Silver

Investment in precious metals like gold and silver has been popular for centuries. These metals are considered safe and reliable assets during times of economic uncertainty. Many investors choose gold or silver to protect their savings from inflation and market risks. Gold is often called a "safe haven" asset. When the stock market falls or inflation rises, people prefer investing in gold because its value usually remains stable. In India, gold has both cultural and financial importance. Even central banks such as the Reserve Bank of India hold gold reserves to strengthen their financial position. One major advantage of gold is its stability. It is less volatile compared to many other investments. Gold is also highly liquid, meaning it can be easily bought or sold in the market. Investors can purchase gold in the form of jewellery, coins, bars, Gold ETFs, or Sovereign Gold Bonds. Silver, on the other hand, is more affordable than gold. This makes it a suitable option for small investors and beginners. Silver has strong industrial demand in areas such as electronics, solar panels, and medical equipment. Because of this demand, its price can fluctuate more frequently. Silver offers the potential for higher percentage returns, but it also involves higher risk compared to gold. Investors who are willing to take moderate risks may consider silver as part of their portfolio. Like gold, silver can be purchased in physical or digital form. Both gold and silver help in diversifying an investment portfolio. Diversification reduces overall risk and improves financial security. However, investors should always consider their financial goals, budget, and risk tolerance before investing. In conclusion, gold provides stability and long-term security, while silver offers affordability and growth potential. A balanced investment strategy that includes both metals can help investors achieve financial stability and steady growth over time.



An article by **Vinothini II A**

VIKSIT BHARAT @ 2047 – A ROADMAP FOR INDIA'S FUTURISTIC DEVELOPMENT

Viksit (Developed) Bharat (India) is an ambitious agenda of Indian Government to transform our nation into a fully developed, prosperous and self-reliant country by 2047, the centenary celebration of its independence.

OBJECTIVES

- To achieve the status of developed nation.
- To foster inclusive economic growth, sustainability, high living standards and good governance.
- To provide high-quality education, healthcare and infrastructure.

FOUR CORE PILLARS

- ✓ Yuva (Youth) – Empowering the young population as key drivers of change
- ✓ Garib (Poor) – Ensuring poverty alleviation and improved quality of life
- ✓ Mahilayen (Women) – Promoting gender equality and increasing their participation in the economy
- ✓ Annadata (Farmers) – Enhancing agricultural income and promoting sustainable farming practices

STRATEGIES

- The plan emphasizes modern infrastructure, technological advancement, and sustainable development.
- It involves initiatives like "Viksit Bharat Youth Parliament" engaging the public to contribute ideas for national development.

IMPLEMENTATION

The vision is driven by policy reforms, infrastructure development, and active involvement of citizens, particularly youth.

CONCLUSION

The initiative aims to improve the overall well-being of citizens, ensuring a higher standard of living and equal opportunities for everyone.



An article by **Mr. N. Vikram**
Assistant Professor

COMMERCE SPECTRUM

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Government of India – Commerce & Entrepreneurship Schemes

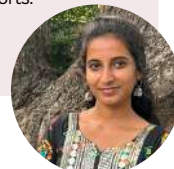
1. Make in India Launched on 25 September 2014 by the Ministry of Commerce and Industry. This flagship initiative of the Government of India aims to transform the country into a global manufacturing and design hub. It focuses on facilitating investment, fostering innovation, enhancing skill development, protecting intellectual property, and building world-class manufacturing infrastructure. It follows the principle of 'Zero Defect, Zero Effect'. Nearly ₹1.97 lakh crore was allocated in the 2024 budget.

2. Pradhan Mantri MUDRA Yojana (PMMY) Launched on 8 April 2015 by the Ministry of Finance. This scheme funds micro and small enterprises excluded from formal banking. Collateral-free loans up to ₹20 lakh are provided. Loan categories: Shishu – up to ₹50,000 | Kishor – ₹50,000 to ₹5 lakh | Tarun – ₹5 lakh to ₹10 lakh | Tarun Plus – ₹10 lakh to ₹20 lakh

3. Stand Up India Launched on 5 April 2016 by the Ministry of Finance. Aimed at promoting entrepreneurship among SC, ST, and women entrepreneurs. Loans range from ₹10 lakh to ₹1 crore. Budget allocation 2025–26: ₹2,500 crore.

4. Startup India Launched on 16 January 2016 by the Ministry of Commerce and Industry. Builds a strong startup ecosystem, promotes innovation, and generates employment. Includes Fund of Funds and Startup India Seed Fund Scheme. Over 90,000 startups recognized by 2024. ₹5,000 crore announced in March 2025 for rural startups.

5. One District One Product (ODOP) Launched on 24 January 2018 by the Ministry of Commerce and Industry. Promotes balanced regional development by focusing on district-level strengths. Expanded nationwide after initial launch in Uttar Pradesh. Integrated with Districts as Export Hubs (DEH). Realizes the vision to promote "Vocal For Local" at global scale. This initiative aims to boost district-level exports.



An article by **Parimala M.Com I**

An exploratory study on the innovative technologies that manage waste prevention and pollution control

In this growing population of the modern world, the problem is found that there is a rise in wastage and pollution levels. There is a need for the use of innovative technologies like AI and IoT for the purpose of waste management and pollution control. The problem identified is degradation of the environment; waste generation and levels of pollution are continuously rising. Even though there are traditional waste management and pollution control methods, they become inefficient and have bad impacts on human beings. So, there is a need for the use of new emerging technologies. The objective of the study was to identify the new innovative technologies that help in waste management and reduction of pollution and to provide information on the existing innovative ideas that help in waste management and pollution reduction. The study is descriptive in nature, where the data are collected from secondary sources. The major findings include AI-powered waste sorting and management, IoT-enabled smart waste management systems, automated pipeline waste collection systems, and AI and pollution control, and it includes how it differs from manual and finds the advantage of the innovation. The suggestions of the study are to use innovative technologies to reduce waste and pollution control and to develop new innovations to reduce waste and pollution control.



An article by **Karan B M.Com II**