



JAIN
DEEMED-TO-BE UNIVERSITY

SCHOOL OF
COMMERCE

Reflections

AUGUST 2023

(MAGAZINE FROM SCHOOL OF COMMERCE)

Inside Campus

Forum Activities

Deeksharmabh

Student Induction Programme

INTROX - 23

Open House Competition

Research

Research Papers Published



JAIN
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SCHOOL OF
COMMERCE

Editors Desk

*We thank the School of Commerce Director, **Dr. Dinesh Nilkant**, for providing unconditional support and guiding us toward excellence. We want to thank the Head of the Department of the School of Commerce, **Dr. Neelima M**, for mentoring and guiding. We sincerely thank the Coordinators of the Department of Commerce, **Dr. Nasreen Sayyed, Mr. Srinivas G, and Mrs. Sheetal Hukkeri**, for supporting and encouraging us. This edition focuses on a reference to the “Deeksharambh” Student induction program for the 2023 batch. We appeal to the readers to enjoy this version of the magazine and we thank readers for consistently supporting the club in many ways. This magazine informs us about activities the forums at the school of commerce have conducted, events that the students have participated, and how they keep the torch burning by achieving new heights.*

We look forward to any feedback.

Happy Reading

Editor

*Design & Editor : **Mr. Kushal Babu V***

*Advisor & Co-Editor : **Mr. Ananth M***

We also express our gratitude towards all the volunteers and teacher coordinators of various forums and clubs for their valuable contributions to this magazine. It would not have been possible without them.



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*Wishes all its readers
Happy Independence Day*

*The 77th Independence Day in India
will be celebrated under the theme
'Nation First, Always First' as part
of the events organised for 'Azadi ka
Amrit Mahotsav.'*





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JAIN
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Inside Campus



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The NSS wing of JAIN (Deemed-to-be University) has created awareness and unified stride towards blood donation and endorsed knowledge about the advantages of donating blood, such as Cancer risk reduction, RBC Enhancement, Blood replenishment, and benefits to the Human heart. The event commenced at 9:30 AM in the graceful presence of Vice Chancellor Dr. Raj Singh, Dr. Jitendra Mishra, Director of the School of Humanities and Social Sciences, Social enthusiasts and sponsors of the Event – Mr. Manish Hursh, and Mr. Khush Merlecha. Moreover, Alumni of the University, Mr. Jiya Jain, Dr. Rajini Jayram, Dean of student welfare, Dr. Sreenivasaiah R, NSS Program coordinator, along with the Organizing committee consisting of NSS Program officer Mr. Srinivas G and NSS Faculty in charges Mr. Vaink V S, Ms. Shamili from School of Commerce, Mr. Krishnamurthy, Dr. Suyog from School of Humanities and Social Sciences and also support was extended by, Dr. Neelima

HOD of School of Commerce, Dr. Geetha Madhusudan, Dr. Yashaswini and Mr. Namenda from Department of Languages. The event started with the lighting of the lamp by the Chief guests. The blood donation camp was inaugurated by Hon. Vice Chancellor, Director, and chief guests, followed by facilitation to the sponsors and the representatives of Blood Banks who were from the Department of Haematology of NIMHANS Transfusion Medicine Centre and KIDWAI MEMORIAL INSTITUTE OF ONCOLOGY.

“The average adult has about 10 pints of blood, but a typical whole-blood donation is only 1 pint. Red blood cells have a short shelf life. They only last for 6 weeks (42 days).”

MEGA BLOOD DONATION

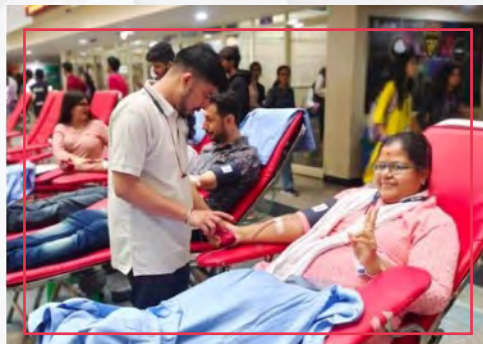
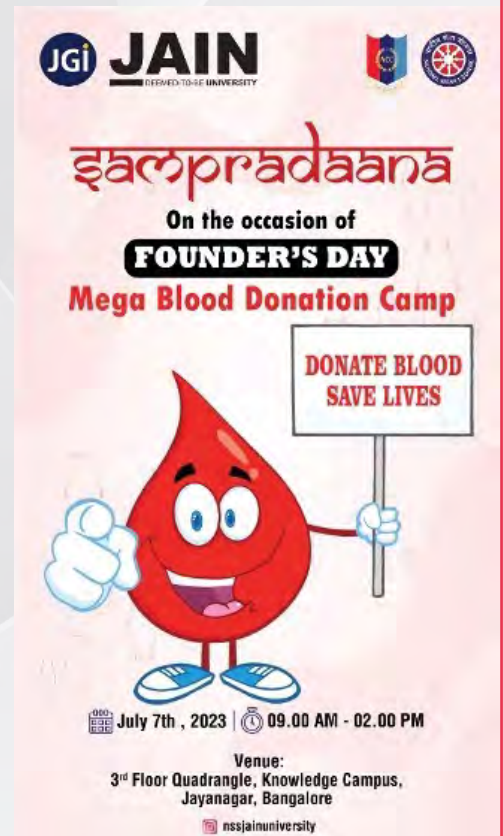
Date : 7 July 2023

Event : Mega Blood Donation

Venue : 3rd Floor Quadrangle

Number of participants : 280

Forum : National Service Scheme



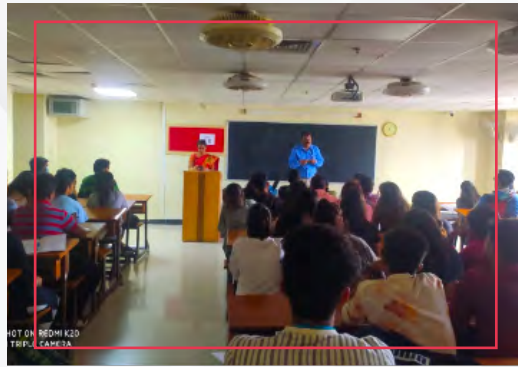
National Service Scheme

NSS unit of JAIN (Deemed-to-be) University, along with 60 volunteers along with the NSS Faculty In charge, Mr. Vainik V S and Ms. Shamili Sri, took part in the enrichment session conducted to create awareness about waste management of how best can the waste be utilized to recycle and reuse resources being employed within the organization as part of our responsible action towards a greener earth and sustainability of resources.

A Value - additional session regarding Waste Water Management was organized by JAIN (Deemed-to-be University) to enlighten the students about the optimum utilization of the resources available to us in the form of best out-of-waste practices which can be implemented to reuse and recycle products and achieve sustainability. The session mainly focused on improving the perspective of recycling and implementing the best out-of-waste practice for the students at the graduate level.

Adding to the enthusiasm, JAIN (Deemed-to-be University)'s NSS Units were actively involved in the event, marching alongside Dr. Sreenivasaian, our NSS Programme coordinator, Dr. Rekha Sinha, NCC officer Mr. Srinivas G, NSS Programme officer, and a dedicated team of 50 NSS Volunteers and NCC Cadets from various Schools. With the Deputy Chief Minister, D.K. Shivakumar, flagging off the rally on the majestic steps of VIDHANSOUDHA, it transferred through the city, culminating near the iconic Kanteerava Stadium. The aim of the NSS unit of JAIN (Deemed-to-be University) is to create awareness and have a unified stride toward a drug-free society.

“People first: stop stigma and discrimination, strengthen prevention” was the theme for this Year 2023



Waste Management Training Session

Date : 7 July 2023
Event : Mega Blood Donation
Venue : 3rd Floor Quadrangle
Number of participants : 280
Forum : National Service Scheme

“Don't part with your illusions. When they are gone you may still exist, but you have ceased to live.”

— Mark Twain

International Day against Drug Abuse and Illicit Trafficking

Date : 7 July 2023
Event : Mega Blood Donation
Venue : 3rd Floor Quadrangle
Number of participants : 280
Forum : National Service Scheme



MAYURIKA 2023



Date : 4 July 2023

Organised by : St. Claret College

Venue : St. Claret College, Bengaluru

St. Claret College, Bengaluru, had organized their one-day National level intercollegiate cultural fest called Mayurika. It was conducted on the 4th of July, providing a diverse platform for all the enthusiastic participants to showcase their spectrum of talent and creativity in cultural events. The inauguration program began at nine and was succeeded by the commencement of events of the one-day fest. Our college team participated in events like Western music, Western dance, Fashion walk, Western solo, Mono act, and more. Our consummate team bagged first

place in Western music, Western dance, and Battle of Bands. We also successfully emerged as runner-ups of the overall Mayurika Fest. The fest was a well-organized success culminating in participants from various colleges that provided a platform that hosted an epitome of talent. Mayurika being the first fest of the academic year 2023- 24, was a colossal accomplishment, spawning high spirits amongst the cultural teams for the rest of the year. While unveiling the talent fests required, it spurred the participants' dedication, raising the standards and momentum high.



Date : 10 July 2023

Organised by : Surana College

Venue : Surana College, Peenya

TECH ENIAC 2023



Surana College, Bengaluru, and their department of Computer Applications organized their one-day intercollegiate IT fest called 'Tech Eniac.' It was conducted on the 10th of July, providing a cutting-edge platform for all the trailblazing and innovative Technophiles to showcase their technical acuity sparked up with an analytical mindset.

The inauguration program began at 9 AM, followed by the commencement of the tech-savvy events: Crackathon, IT Quiz, IT Debate, Tech Hunt, Desi wiz, and Clash of Guns. Our team participated in all of the events and successfully bagged first place in Clash of Guns, second place in BGMI, and succeeded by third place in Crackathon, IT quiz, IT debate, and Tech Hunt. Overall, the fest was an inventive, resourceful, and resounding success bringing out the Tech aficionados in the participants.



Did You Know : Japan has the fastest Internet speed of 319 terabits per second.

ELYSIAN 2023

Date : 5 July 2023

Organised by : Jain College Vasavi Campus

Venue : Nimhans Convention center, Bengaluru

Jain College Vasavi Campus, V V Puram, Bengaluru, had organized their annual 'Elysian' fest. It was conducted on the 5th, 6th, and 7th of July and offered a rich and diverse platform for all the participants to unleash their true potential.

The inauguration started around 11 am with a hall filled with gifted individuals waiting to engage in various events. Our college participated in multiple cultural events, starting day 1 with activities like Entertainment Quiz, Free Verse, Photo Relate, Reel Poster making,

Puzzle run, and Face painting. We started day 2 with Just a Minute, followed by Debate, Family Feud, Potpourri, Improv, Brushless Painting, BGMI, and Treasure Hunt. Day 3 was equipped with Solo dance, the Battle of bands. Fashion walk and Group dance. The events of day one and day two were conducted on the college campus, with Nimhan's convention center hosting the third day. We bagged first place in Puzzle run, Entertainment Quiz, Reel making, Potpourri, Treasure hunt, Family Feud, Fashion walk, Debate, Indian dance, Battle of Bands, Just a minute, Improv, and Photorelate. Our team also lifted the overalls of Elysian 2023. Altogether, the fest was an electrifying success.



INDUSTRY 5.0 & CYBER SECURITY CHALLENGES



The Event was held in Conference Hall 3, Jain Jayanagar 9th Block Campus. The Event consisted of many prominent Speakers from the Industry talking about the recent events in the Cyber Security Industry; at first, the Event started by Introducing the Speakers, and then the Speakers were given a chance to share their experiences with the Students. Many speakers talked about their experience in the Cyber Security field and gave a brief idea to the Students about how the Industry works.

The speakers started by giving insight into how the Industry protects multiple devices from getting hacked and why keeping your devices safe from Hackers is essential. The Speakers talked about how the Industry is changing rapidly and how Companies are keeping up with it. The Speakers also briefly explained the future of the Cyber Security Industry and how the Students set their Careers in this booming Industry.

The Event also had a Panel discussion round, in which all the Speakers gathered and talked about their views on the Industry and their concerns about the Industry and how it will impact our lives.

THE MODEL G20 SUMMIT



भारत 2023 INDIA

JAIN (Deemed-to-be-University) is hosting on of its kind, national level MODEL G20 SUMMIT, a two-day event in the wake of INDIA's G20 Presidency, supported by the Y20 Secretariat, New Delhi. Dates: 06 & 07 July, 2023

Venue: School of Sciences, JAIN (Deemed-to-be university), JC Road, Bangalore

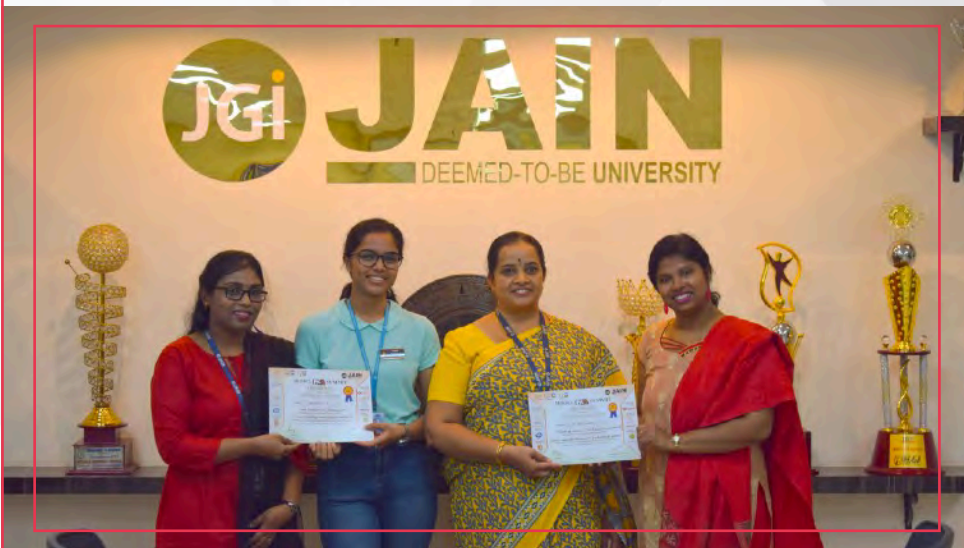
India's presidency will work to promote the universal sense of one-ness. The Model G20 Summit themed - "One Earth, One Family, One Future" organized by JAIN (Deemed-to-be University) was an extensive two-day conference hosted and held at School of Sciences, JAIN (Deemed-to-be University), JC Road, where the world's future leaders were gathered to make an impact and contribute to shaping global policies that will shape our world. At the Model G20 Summit, we experienced the excitement of diplomacy, negotiation, and problem-solving.

Day 1 of the event featured engaging discussions, presentations, and stimulating sessions. Panel discussions explored "India's role in Global Leadership," while parallel tracks focused on Health & Well-being, Finance & Management, Science, Education, and Culture—eminent personalities, like Amb. N. Parthasarathi shared insights, leaving a positive impact.

Day 2 witnessed Sherpa Track discussions, Parliament20, and StartUp20. Sherpa Track initiated deliberations on research themes, while Parliament20 and StartUp20 simulated G20 proceedings. Delegates from various countries showcased their diplomatic skills, tackling sustainable innovation and resilient action for Earth 2.0.

The event concluded with a memorable Valedictory session—chief guest Smt. D Roopa, IPS, emphasized youth engagement, while Mr. Falit Sijariya from Y20 Secretariat highlighted the significance of global cooperation. Smt. Mamatha Devaraj inspired compassion, and Mr. Vishnu Venkatesh delivered a heartfelt Vote of Thanks.

We feel proud to inform you that Team Enactus from the School of Commerce, JAIN (Deemed-to-be University) was awarded the BEST POSTER AWARD titled "Impact of environmentally sustainable projects on achieving SDG - An initiative of Enactus JU."





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વેદવેશ્વરભક્તે

Deeksharambh

“The more that you read, the more things you will know, the more that you learn, the more places you’ll go.” –Dr. Seuss



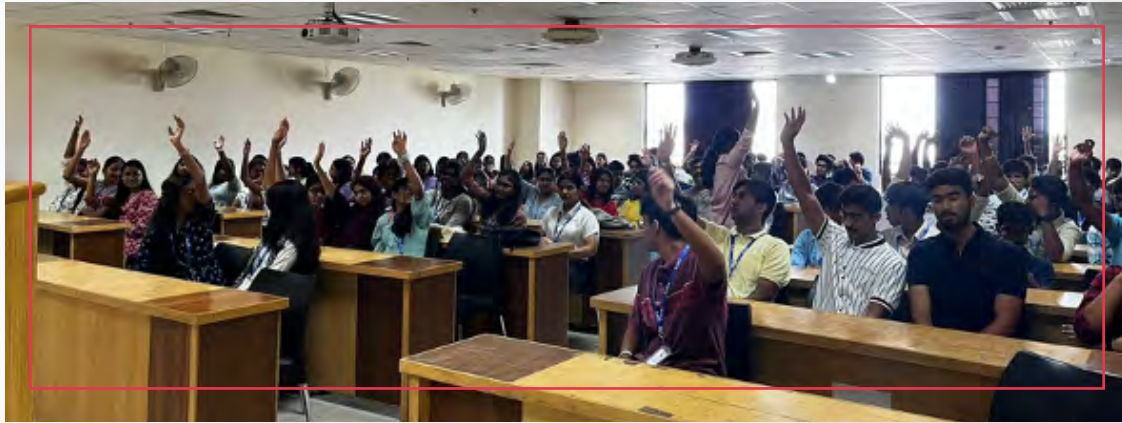
The Bootcamp of Deeksharambh started on 30 June 2023. On the first day, we welcome the new batch of 2023 - 2026 with an Inauguration. The Inauguration started at 11:30 AM. It started with a general welcome by Emcee, followed by Prayer. Dignitaries did the Lighting of the Lamp. An Inaugural dance welcomed the fresher's. The welcome speech was addressed by The Director of SOC, Dr. Dinesh Nilkant. Sir spoke about How teaching has become a challenge. He motivated the students to dream many things, as dreams do come true. There should be proper planning done for whatever we do. It is essential to make correct choices. Be disciplined in life, as it does makes a difference. Give respect to everyone. We are having presence of mind helps us think of something innovative and start creating a healthy and robust network.

Dr. Grace was invited as the chief guest for the event. Dr. Grace addressed the gathering with her motivational words. She shared her views on how we all dream of living a life that each of our parents is living, but to reach there, they have put in much effort. What efforts we put in is what we reap. Life is like a game of cricket. We will have people to coach us, but we need to hit a six and four in the end. It would help if you stood out in critical situations. Giving up on things never makes us achieve anything. Academics are essential. What you will learn here in 3 years is what you practice practically in the outside world. Preparing for the future will be a game-changer for everyone sitting here today. If you want to survive in the corporate world: Remember to have an attitude of “Can do or will get it done” because the performance speaks. Build your image and have an attitude that makes you different from the crowd. Constantly keep scrolling and keep updating yourself.

The Sports Director of Jain (Deemed-to-be University), Dr. UV Sankar. He addressed the champions of tomorrow by explaining the importance of sports, leading a healthy life, and keeping themselves away from harmful things to their health. He also told them to believe in themselves. You have something special in you. “Recognize it and make it your strength. Be dedicated to whatever you plan to do. Have commitments in life as it helps you achieve a lot.”



Deeksharambh



Deeksharambh

Thomas Rose John

The session began with an introduction by Mr. Thomas, emphasizing the interplay between habits, dreams, and motivation. Participants were invited to share their perspectives on the topic and discuss any personal experiences related to forming habits, the pursuit of dreams, and the role of motivation in their lives. The facilitator also conducted activities to map these concepts with real-life situations. Mr. Thomas initiated a discussion on habits, explaining their nature and how they are formed. Participants shared their insights on positive and negative habits they had developed, highlighting their impact on their daily lives and overall well-being. The group collectively explored strategies for identifying and breaking unhealthy habits and fostering positive habits that aligned with their dreams and aspirations. Participants then engaged in a guided exercise where they reflected on their dreams and long-term goals. They were encouraged to visualize their desired outcomes and consider the necessary steps. Mr. Thomas facilitated a brainstorming session, where participants shared their goals and strategies and discussed the potential challenges. The conversation then shifted to the topic of motivation. Mr. Thomas presented different theories and models of motivation, such as intrinsic and extrinsic motivation, and discussed the factors that influence motivation levels. Participants shared personal anecdotes about times when they felt highly motivated and explored strategies for sustaining motivation over the long term. Participants were encouraged to reflect on the underlying reasons behind their desires and dreams to deepen their understanding of motivation. They explored the connection between intrinsic motivations, personal values, and the fulfillment of their dreams. The group discussed the importance of aligning daily actions with long-term aspirations and maintaining a growth mindset to sustain motivation during challenging times. Mr. Thomas concluded the session by highlighting the significance of self-reflection, accountability, and support networks in fostering positive habits, pursuing dreams, and maintaining motivation. Resources, such as books, articles, and online platforms, were recommended to

explore further techniques for habit formation, goal setting, and motivation enhancement.

Ms. Srividhya Nagaraju

She specializes in the field of leadership, training, and mentoring. She works as a senior facilitator for parity consulting and Training Pvt Ltd. She is a learning facilitator, Indic Wisdom enthusiast, and International TedEx speaker. She trains candidates in executive coaching, leadership development, corporate training, public speaking, and life coaching. The speaker talks about different types of feeling students are going through. The speaker does icebreaking activity by calling students in front and talking to them. What stops us from expressing fear, nervousness, worry, etc? All this happens because we think what people will think about us. The answer to this question is that judgment is a spectrum – perception (passing thoughts) which can be changed over time. Expressing yourself is also one of the critical aspects to consider. We are here to express, not to impress them. Impression happens automatically. How can we connect? How to build confidence among students. Students express themselves how this talk helps them to improve their confidence.

Ms.Kannika Paramashiva

An Orientation session offered by JAIN Deemed-to-be University, on 3rd July 2023, for the students of ACCA as part of the DeekshaAarambh program being conducted for the First year batch 2023-24 by the speaker Ms.Kannika Paramashiva, on the concept of Yoga & Healing and its importance for self-awareness and self-care for the students. The session by Kannika Paramashiva had various valuable insights about health. These aspects make the saying "Health is Wealth" true to the roots of the health and well-being of human beings. The parts of our body that need attention and care for a healthy life were discussed during the session, along with activities and small stretches to guide the students on activating each muscle. The session had an interactive activity regarding the impact of positive and negative words on the person's strength, depending on the individual's acceptance and acknowledgment

of the words. The activity conducted by the speaker, Ms. Kannika Paramashiva, to know yourself and know your growth in the form of a quiz to be answered from the handouts given to the students helped the students better understand themselves and identify the areas where growth as a person is possible.



Deeksharambh

Ms. Harshita A

An Orientation session offered by JAIN Deemed-to-be University, on 1st July 2023, for the students of CMA-CA/IB, Fintech, and CPA as part of the Deeksharambh program being conducted for the First year batch 2023-24 by the speaker Ms. Harshitha A, Talent Acquisition, BOSCH, on **Career planning** and **etiquette**. The speaker began the session on understanding various views of the audience about "What career means?" and enlightened the crowd on various aspects of a career like the Benefits of career planning, Repercussions of inadequate planning.

Mayors brick - 6 different categories of personalities

1. Thinkers
2. Artistic / creators
3. Helpers / social ones
4. Entrepreneurs / persuaders
5. Conventional/organized
6. Realistic ones

The realistic ones are said to have more satisfying career Stages in exploring your career and making career choices.

1. Identifying/determining interests, skills, and strengths (Seeking out people / Exploring opportunities)
2. Discovering your career (Setting smart goals (SMART))
3. Taking actions (In order to land in dream job) Influences in making career choices parents, peer group, siblings,
4. Principles of etiquette Respect for the environment and people around consideration, being aware of your surroundings Honesty being truthful and honest to yourself

Types are etiquette - social etiquette - meeting etiquette - business etiquette - corporate etiquette - bathroom etiquette - eating etiquette - telephone etiquette

Rules of business etiquette :

- Treat people with respect
- Be honest about yourself (when to be honest and when to be diplomatic in the work environment)

Mr. Shubham Juhria

is a Partner & CFO at Aeravti Ventures, a mentor at Atal Incubation Centre, and a strategy Advisor at Spare-it. He has rich experience working in various areas such as Uddan.com., K.P Rao & Co., and Vasam & Sampath CA Firm. The School of Commerce for I year Students conducted the orientation program on 04-07-2023 at Jain (Deemed-to-be University), Jayanagar 9th Block, Bangalore. Mr. Shubham Juhria, a Partner & CFO at Aeravti Ventures, was the resource person. He motivated the students to pursue CA and shared his previous work experiences. He also interacted with students regarding what they wished to do in the future. H also mentioned the importance of the soft skills required to close clients.

Mr. Anil Iyer

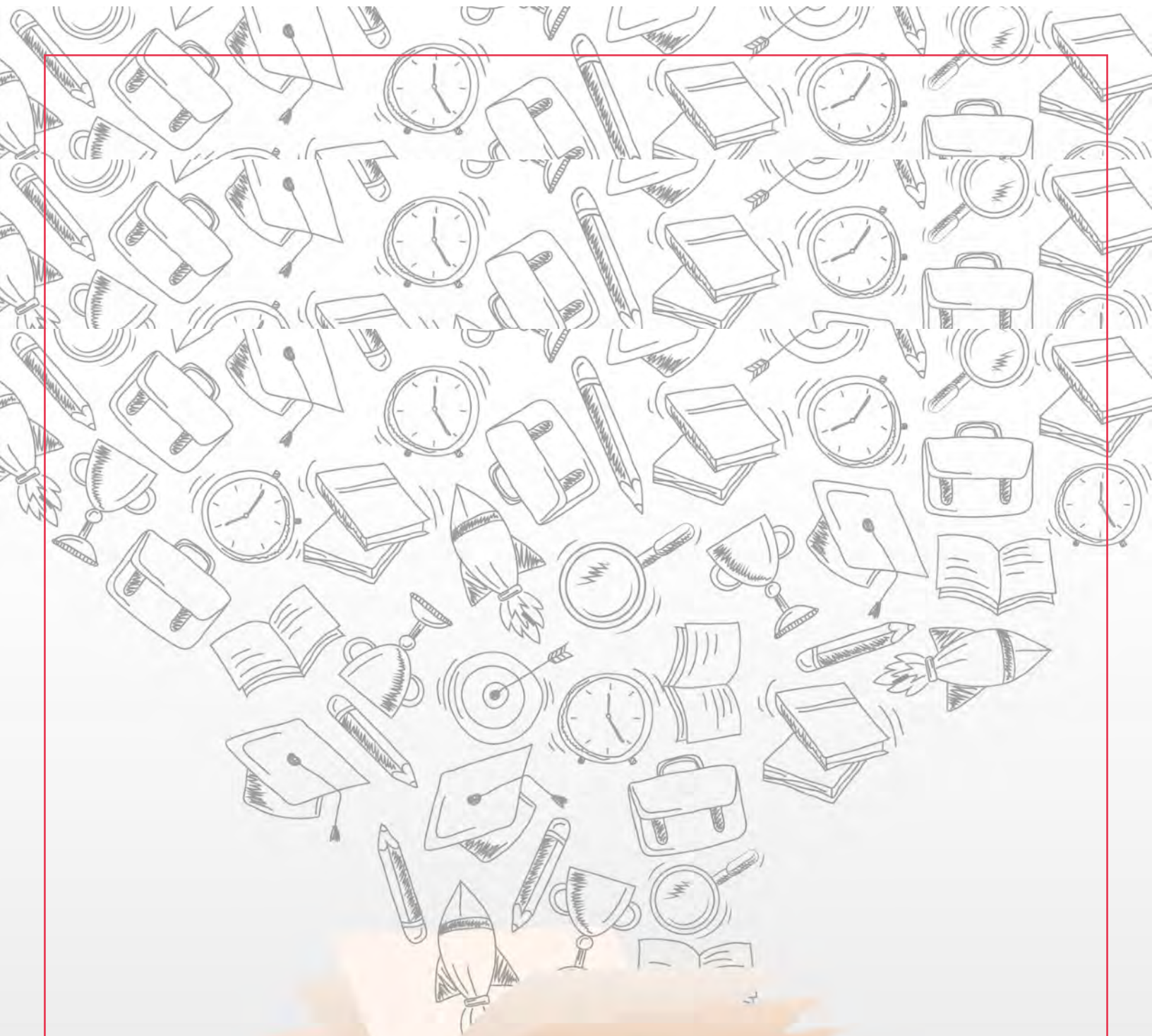
is a counseling psychologist, a group therapist, a trainer, and a guest faculty at Mount Fort College. He is also a performing artist of national repute. The School of Commerce for I year Students conducted the orientation program on 03-07-2023 at Jain (Deemed-to-be University), Jayanagar 9th Block, Bangalore. Mr. Anil Iyer, the counseling psychologist, was the resource person. He gave insights about gender awareness and the distinction between sex and gender while defining other gender terminology. He also mentioned how gender is socially constructed and gender roles, gender stereotypes, patriarchy, etc.

Prasanth Palakkadiyil

Founder and Chief Strengths Facilitator is a Professional in Multi-Media, Certified Psychometric Assessor, and Life-Skill Facilitator. A multi-faceted visionary with 27 years of multi-sectoral, national, and international exposure. He was the former Director of the Office of International Affairs, Alliance University, and Bengaluru. He has initiated the Strengths Revolution, and as an Edupreneur, he strongly advocates Strengths Appreciation Processes and Facilitates Aspirant Centric Transformation. EMPSIS National Strengths Design makes 1 Million Entrepreneurs based on Individual Strengths and their aligned Sectors. He has expertise and exposure in facilitating university affiliations (67 MoUs) and engagements for sending

student and faculty members across international universities for various Semester Exchange and Internship programs. Above being a competent Strengths and Sector Consultant and Facilitator for Individuals and Institutions, he has been closely associated with International Students in India. He was a guest for critical events of FISA-Bengaluru & Mysore and organized 1st of its kind International Seminars. He is experienced in liaisoning with MEA to address the needs of the International Student community. As a passionate Human Resource Development Practitioner and Life Skill Trainer, he has transformed thousands of aspirants for Career Building and Happy living.





INTROX

INTROX

IntroX- Open House was a single-day inter-class competition hosted by the School of Commerce, Jain University on the 12th of July 2023 to provide an extravagant platform for the BCom First years students to showcase their talent.

SAMASTHI

The 19 events organized under INTROX gave a chance to all the enthusiasts in every possible dimension to exhibit their talent; the catalog included Group Dance, Solo Dance, Dress Up, Vocals (solo & duet), Beatboxing, Instrumental, Quiz, Monologue, Best Out Of Waste, Cooking Without Fire, Collage Making, Minute to Win It, Campus Crosswords, Pictionary, Pushup challenge, Bottleflip, Bouncers, Ballon games & Guess who.

Overall, the event was a Grand Hit and was applauded by all the Students and the faculties. The event did a great job breaking the ice, promoting Teamwork, and raising Competitive Spirit among all the Students. :

IntroX *MUN* Quiz was an ice-breaking event for the freshers. It consisted of two rounds – pictorial and verbal. The participants were awarded brownie points for elaboration of the presented questions. The participants provided their productive insights on various topics and were pretty competitive.

ANTARAL: The event included a friendly competition hosted by Antaral - Institutional Social Responsibility, 'Collage making.' **COLLAGE MAKING:** This activity highlights **Teamwork** and gauges the importance of **time management**. The students were given:

- Newspapers
- Cardboard
- Glue/gum

The theme associated with this activity is **UNITY**. This allowed the students to discuss and develop a unique approach toward adding appropriate material to highlight the theme in their collages. The students would read and understand the content in the newspapers provided and pick articles that best thought to suit the theme and design their respective collages. Students engage in active discussion and provide valuable thoughts in their work. The purpose of the event was to enable creativity and decision-making added with a sense of time. This made the students present their work with the best possible means of displaying their version of **UNITY** with the available materials. This gave the students the means

to form a team, interact with the activity organizers, interact actively with their team, and display their points of view to the judges through their respective collages. Altogether, Antaral's **COLLAGE MAKING** ended positively, and the students who participated showed enthusiasm during the activity, which marked a better journey toward their college life for the next few years. INTROX'23, on the whole, portrayed a zest for first-year students to make valuable connections with their peers.

The Sports Forum

The members of the Sports Forum hosted the IntroX event for 1st-semester students on the 12th of July from noon. The students participated in the activities that were hosted in room number 317. The aim behind organizing the event was to engage the freshers with exciting games, namely, Bottle Flip, Bouncer, and Push Up Challenge. All the participants took part actively. The event was successful, with over 200 registrations and over 150 participants.



INTROX

The ability to read, write, and analyze; the confidence to stand up and demand justice and equality; the qualifications and connections to get your foot in the door and take your seat at the table — all of that starts with education.” —

Michelle Obama

Model United Nations

The 19 events organized under INTROX gave a chance to all the enthusiasts in every possible dimension to exhibit their talent; the catalog included Group Dance, Solo Dance, Dress Up, Vocals (solo & duet), Beatboxing, Instrumental, Quiz, Monologue, Best Out Of Waste, Cooking Without Fire, Collage Making, Minute to Win It, Campus Crosswords, Pictionary, Pushup challenge, Bottleflip, Bouncers, Ballon games & Guess who. Overall, the event was a Grand Hit and was applauded by all the Students and the faculties.

The Event did a great job breaking the ice, promoting Teamwork, and raising Competitive Spirit among all the Students. : Introx MUN Quiz was an ice-breaking event for the freshers. It consisted of two rounds – pictorial and verbal. The participants were awarded brownie points for elaboration of the presented questions. The participants provided their productive insights on various topics and were fairly competitive.



ARTOGRAPHY

Two activities were hosted by Artography, namely, Campus Crossword and Pictionary. The Campus Crossword activity presented the students with a challenging puzzle that tested their general trivia and vocabulary knowledge. Although only a few students could crack the crossword completely, they actively participated and enjoyed the process of brainstorming and collaborating with their peers. The event created a lively and interactive atmosphere, with laughter and friendly competition filling the room.

Pictionary, another segment of the event, further heightened the excitement. Students were divided into teams, and each team was given a chance to illustrate a word or phrase while their teammates tried to guess it correctly. This activity required artistic skills, quick thinking, and effective communication. The students enthusiastically embraced the challenge and displayed impressive

creativity, resulting in a fun and engaging session.

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to introduce the new students to the campus and allow them to explore various activities and clubs available to them. Artography's event marked a successful beginning to the activities planned for the 1st year students. Although not all participants were able to solve the crossword entirely, the main objective of fostering a sense of community and enjoyment among the students was thoroughly achieved. The event allowed the students to bond with their peers while showcasing their skills and creativity in a friendly environment. Overall, INTROX'23 witnessed a positive response from the students, and Artography's event played a significant role in ensuring an enjoyable experience for all. The open house successfully introduced the 1st year BCOM students to the vibrant campus life, setting the stage for a memorable academic journey ahead.



*Research
reports
July 2023*



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Remington Standard

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Research July 2023



Sl.	Name	Designation	Department	Title of the paper	Journal in which published	ISSN / ISBN/ Volume No.
6	Dr. Patcha Bhujanga Rao	Professor	Commerce	A study on Impact of Advertising on Consumers Buying Behavior with Reference to FMCG Products	International Journal of Science and Research (Peer Reviewed)	ISSN: 2319-7064 /Vol 12, Issue 7
7	Dr. K.V.N. Lakshmi	Assistant Professor	Commerce	An Empirical Study on the Relationship Between Benefits and Intention to Purchase Electric Vehicles	Xi'an Shiyou Daxue Xuebao (Ziran Kexue Ban)/Journal of Xi'an Shiyou University (Scopus)	ISSN: 1673-064X /Vol: 66 Issue 07
	Dr. K. Balanaga Gurunathan	Professor				
8	Dr. R. Vennila	Associate Professor	Commerce	A Conceptual Study On Cyber Crime And Cyber Security - An Indian Perspective	International Journal of Current Science (IJCS PUB) (Peer Reviewed)	ISSN: 2250-1770 / Volume 13, Issue 2
	Dr. Reshma Sultana P.H	Assistant Professor				



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It does not matter how large or small your sphere of activity is, what counts finally is the commitment that you bring to the job that has been ordained for you in this life."

— A.P.J. Abdul Kalam, My Journey: Transforming Dreams into Actions