

DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS)

Thoraipakkam, Chennai – 600 097

*Owned and Managed by Tamil Nadu Educational and Medical Foundation
Approved by Government of Tamil Nadu, Affiliated to University of Madras
Re-Accredited with "B+" Grade by NAAC*





COMMERCE DEPARTMENTAL ACTIVITIES 2023 - 24

WEALTH MAXIMISATION


DATE: 17.08.2023

RESOURCE PERSON: DR. SENTHIL KUMAR
MGR COLLEGE

The Department of Commerce organized a Guest Lecture on Wealth Maximization. He addressed the students about the concept of Wealth Maximization through out the lifetime and the various options available at each stage of our life. He emphasized each student to plan their future accordingly.

 **DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS)**
THORAIPAKKAM, CHENNAI - 600 097
Chartered & managed by Tamil Nadu Educational and Medical Trust
An Autonomous 'B-' Grade by NAAC 

THE MANAGEMENT, PRINCIPAL AND STAFF OF
DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS)
(Owned & Managed Tamil Nadu Educational and Medical Trust)
Rajiv Gandhi Salai, Jyothi nagar, IT Corridor, Thoraipakkam, Chennai-600097
Approved by the Government of Tamil Nadu
Affiliated to the University of Madras
Co- Education Jain Minority Institution
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Post Graduate and Research Department of Commerce
Cordially Solicit your esteemed presence for
Guest Lecture on
WEALTH MAXIMIZATION
DR. SENTHIL KUMAR
MGR College
Deliver a special Lecturer on Talk on Wealth Maximization
Date: 17 August 2023, Thursday
Venue: BCOM Class Room

SHRI.R. DAYACHAND SIVANSUKHA President	DR. HARISH L. METRA Secretary [Administration]
SHRI. JASWANT MUNOTH Secretary [Academic & Assoc.]	DR.M. SAKTHIVEL MURUGAN Professor-in-charge
DR.C. MURUGESAN PRINCIPAL	Mrs. K. E. DEEPA HOD Commerce

YOGA FOR HEALTH

DATE: 18.08.2023

RESOURCE PERSON: Mr. YOGA KUMAR
YOGA TRAINER

On the occasion of yoga day the department of commerce hosted a program “Yoga for Health in the indoor stadium of our college for the B.Com general students.

During the program Mr. Yoga Kumar taught the students many asanas which can be practiced for relieving stress memory retainment and staying healthy. He also provided the details of his youtube channel “**Allikeni Yoga**” where new asanas can be learned easily at any time.



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YOGA DAY

Post Graduate and Research Department of Commerce
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CONDUCTING A PROGRAM ON THE TOPIC

"YOGA FOR HEALTH"
BY
Mr. YOGA KUMAR

Date: 18 AUGUST 2023 FRIDAY
Venue: Room no: 21 bcom class room

SHRI R. DAYACHAND SAVANSUKHA
President

DR. HARISH L. MEETHA
Secretary (Administration)

SHRI. JASWANT MUNOTH
Secretary (Academic & Finance)

DR.M. SAKTHIVEL MURUGAN
Professor-in-charge

DR.C. MURUGESAN
PRINCIPAL

Mrs. K. E. DEEPA
HOD Commerce

IMPORTANCE OF INSURANCE

DATE: 15.09.2023

RESOURCE PERSON: MR. MURTHY

The department of commerce took the initiative to introduce a new value added course-the importance of insurance. Mr Murthy spoke about the insurance sector and the skills that students should equip themselves with to work in this sector. He also explained the training session modules which will be interactive and a source to learn the present market trends. Students can become an independent Insurance Agent after undertaking all the sessions.

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VALUE ADDED COURSES

Post Graduate and Research Department of Commerce
Cordially Solicit your esteemed presence for

"GUEST LECTURE ON VALUE ADDED COURSE"
BY
MR. VINOTH KUMAR

Deliver a Guest Lecture on the Topic **"IMPORTANCE OF INSURANCE"**
Date: 15 SEPTEMBER 2023 FRIDAY
Venue:

SHRI. DAYACHAND SAVANSUKHA President	DR. HARISH L. METHA Secretary [Administration]
SHRI. JASWANT MUNOTH Secretary [Academic & Finance]	DR.M. SAKTHIVEL MURUGAN Professor-in-charge
DR.C. MURUGESAN PRINCIPAL	Mrs. K. E. DEEPA HOD Commerce

STAFF MEETING

DATE: 22.09.2023



A staff meeting was held in Commerce department staff room to discuss the schedule for the Internal Exams for the B.Com General students

STAFF MEETING

DATE: 06.12.2023

A staff meeting was conducted to discuss about the Internal Mark Entry, Fee details, issuing Hall Tickets , attendance Percentage of the students before the semester exam.



STAFF MEETING

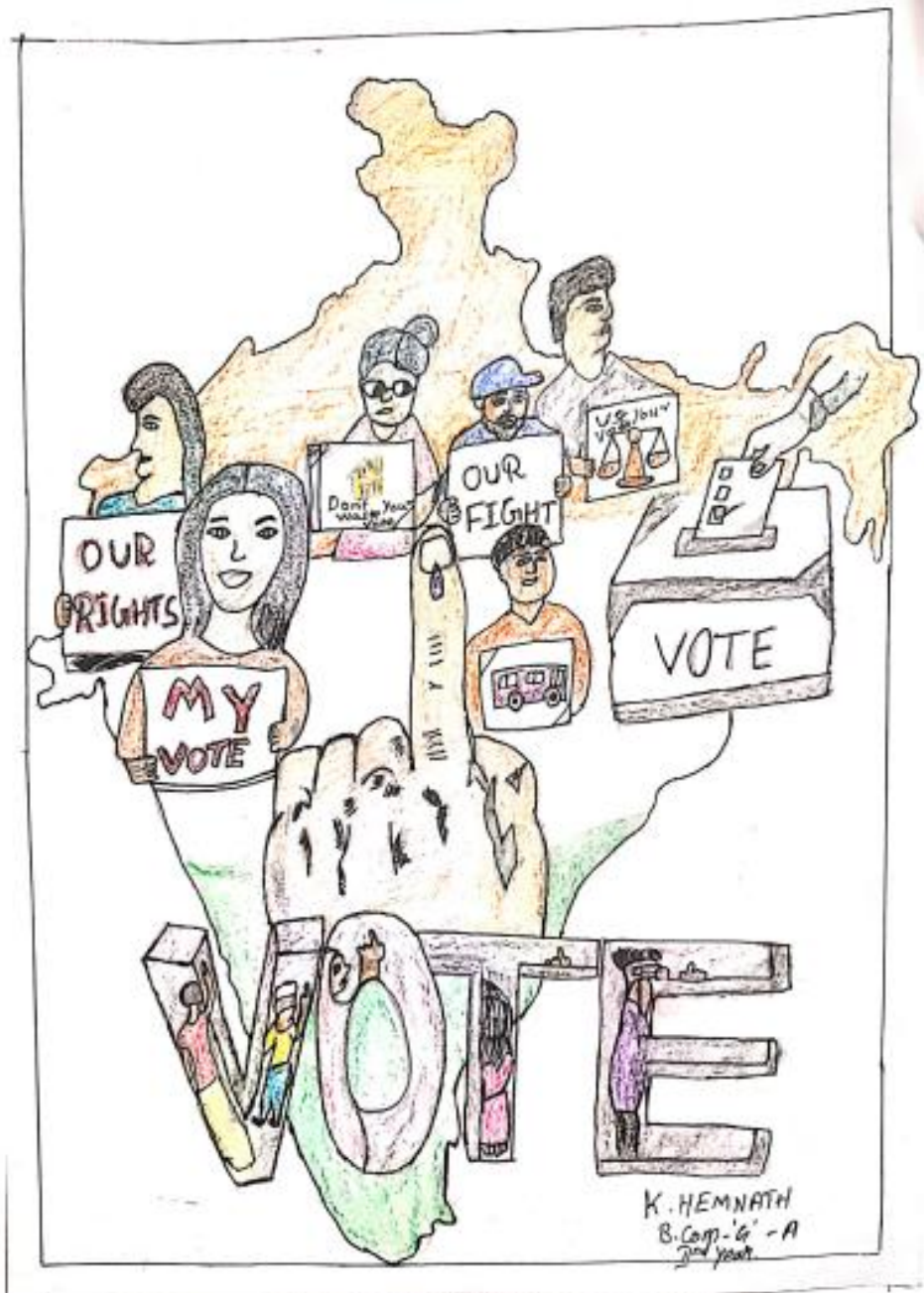
DATE: 21.12.2023



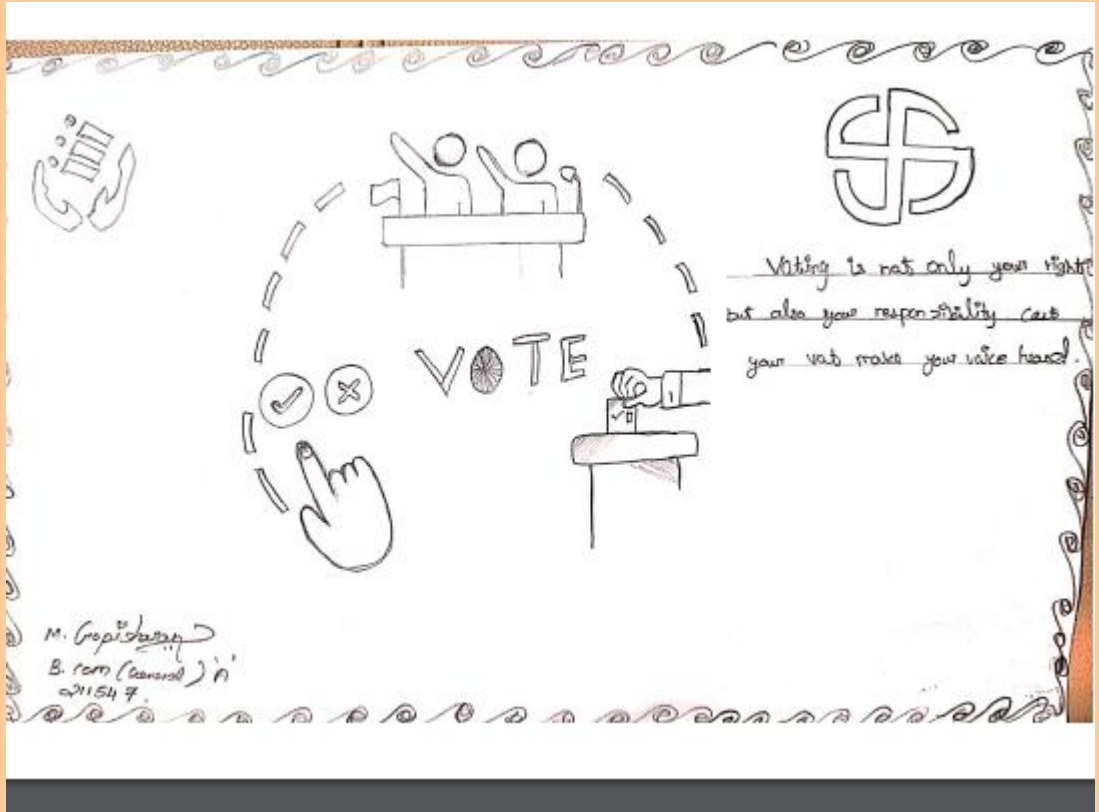
A Staff meeting was held among the staff members to discuss about the subject preference of each staff for the upcoming semester, Subject allotment and Time table.

IMPORTANCE OF VOTING / ELECTION AWARENESS POSTER

DATE: 10.11.2023



The chief election commissioner of Tamilnadu proposed post making competition in schools and colleges all over Tamilnadu. In our college this competition was hosted by the department of commerce(general). The significance of the poster making competition was to highlight the importance of voting and create awareness regarding elections among the first time voters and young voters. The students made colourful, informative and inspiring posters.



TRAFFIC AWARENESS PROGRAM

DATE: 11.01.2024

RESOURCE PERSON: TRAFFIC POLICE OFFICERS

To create an awareness among students, Department of Commerce general organized a Traffic awareness Program. The local traffic police department conducted this awareness session. They shared valuable insights into traffic laws, common violations, and the consequences of reckless driving.

Sub-Inspector from the Thooraipakkam Police Station also graced the event with his presence and provided first hand experiences and anecdotes related to traffic management and safety.



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Rajiv Gandhi Saba, Jyothi Nagar, IT Corridor, Thoraipakkam, Chennai-600097

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Post Graduate and Research Department of Commerce
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TRAFFIC AWARENESS PROGRAM ON



TRAFFIC AWARENESS PROGRAM
BY
TRAFFIC SUB INSPECTOR OF POLICE

Date: 10 NOVEMBER 2023 (SATURDAY)

Venue:


SHRI. DAYACHAND SAVANSUBHA President	DR. HARISH I. METHA Secretary (Administration)
SHRI. JASWANT MUNOTH Secretary (Academic & Finance)	DR.M. SAKTHIVEL MURUGAN Professor-in-charge
DR.C. MURUGESAN PRINCIPAL	Mrs. K. E. DEEPA MOD-Coordinator

SKILL DEVELOPMENT PROGRAM

 **DHANRAJBAID JAIN COLLEGE (AUTONOMOUS)**
THORAIPAKKAM, CHENNAI -600 097 

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Post Graduate and Research Department of Commerce
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Skill development program

PLACEMENT TRAINING/SKILL DEVELOPMENT PROGRAM
BY
MR. AKHILAN

Date: FROM 11.01.2024 (THURSDAY)
Venue: ROOM NO: 11 SMART CLASS

SHRI R. DAYACHAND SAVANUKHA President	DR. HARISH L. METHA Secretary [Administration]
SHRI JASWANT MUNOTH Secretary [Academic & Enact.]	DR.M. SAKTHIVEL MURUGAN Professor-in-charge
DR.C. MURUGESAN PRINCIPAL	Mrs. K. E. DEEPA HOD-Commerce

DATE: 11.01.2024

RESOURCE PERSON: Mr. AKHILAN

Skill Development Program has been arranged by the Department of Commerce (General) to the final year students to enhance their skills for the upcoming job opportunities. This program was scheduled for a week. Program mainly focused on providing training on communication, business management, financial literacy and marketing skills. The last day of the program mainly focused on Resume writing and interview skills. All the final years, very enthusiastically participated in it and there by benefited from the program.

BANKING AND FINANCE

DATE: 22.01.2024

RESOURCE PERSON: MS. SHOBANA
Tech Mentor, NIIT Limite



To create an awareness among students, Department of Commerce general organized a Traffic awareness Program. The local traffic police department conducted this awareness session. They shared valuable insights into traffic laws, common violations, and the consequences of reckless driving.

Sub-Inspector from the Thooraipakkam Police Station also graced the event with his presence and provided first hand experiences and anecdotes related to traffic management and safety.



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BANKING AND FINANCE

Post Graduate and Research Department of Commerce
Cordially Solicit your esteemed presence for
Guest lecture on

Banking and finance
By
Ms. Shobana

Date: 22.01.2024 (MONDAY)
Venue: ROOM NO: 15 II BCOM CLASS

SHRI R. DAYACHAND SAVANISUKHA
President

DR. HARISH I. METHA
Secretary (Administration)

SHRI JASWANT MUNOTH
Secretary (Academic & Welfare)

DR.M. SAKTHIVEL MURUGAN
Professor-in-charge

DR.C. MURUGESAN
PRINCIPAL

Mrs. K. E. DEEPA
HOD Commerce

SOCIAL MEDIA MARKETING

**DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS)**
THIRUPALKAM, CHENNAI - 600097
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Post Graduate and Research Department of Commerce
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Guest lecture on*

SOCIAL MEDIA MARKETING
BY
Ms. SHOBANA

Date: 22.01.2024 (MONDAY)
Venue: ROOM NO: 6

SHRI. DAYA CHAND SAVANSUKHA
President

DR. HARISH L. METHA
Secretary [Administration]

SHRI. JASWANT MUNOTH
Secretary [Academic & Finance]

DR. M. SAKTHIVEL MURUGAN
Professor-in-charge

DR. C. MURUGESAN
PRINCIPAL

Mrs. K. E. DEEPA
HOD Commerce

DATE: 22.01.2024

RESOURCE PERSON: MS. SHOBANA

Tech Mentor, NIIT Limite

A talk on Social Media Marketing was organized by the Department of Commerce (General) for the first year students. This talk highlighted on the various social media marketing courses that align best with the educational goals. She also spoke about the career in digital branding, content strategy, online engagement, and analytics, equipping with the skills to create impactful social media campaigns and build a strong online presence. It was an energetic session with real time examples.

AN OVERVIEW OF DIGITAL MARKETING AND CAREER OPPORTUNITY IN LOGISTICS

DATE: 02.02.2024

**RESOURCE PERSON: Mr. SOONI MOHAMED
PRINCIPAL & CEO**



GALAXY INTERNATIONAL INSTITUTE OF LOGISTICS

An overview of digital marketing and career opportunity in logistics program was organized by Department of Commerce general for the final year students. Digital marketing has become an essential tool for businesses to connect with customers. The trends in digital marketing differ every year as more businesses enter the market and new technology is created. The speaker highlighted the career opportunities available in this field with the skills to be acquired for the job.

The speaker as the CEO of the International Institute of Logistics explained the various job roles in logistics industry. With new and high-paying jobs emerging across the job market and a vast scope for growth, logistics is an excellent career choice. The speaker listed the career opportunities in the Logistics Industry.

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Post Graduate and Research Department of Commerce
 cordially solicit your esteemed presence for
Guest lecture on

**AN OVERVIEW ON DIGITAL MARKETING
AND
CAREER OPPORTUNITY IN LOGISTICS**

BY
Mr. SOONI MOHAMED
PRINCIPAL & CEO, GALAXY INTERNATIONAL INSTITUTE OF LOGISTICS
DATE: 02.02.2024 (FRIDAY)

VENUE: ROOM NO. 21 SMART CLASS ROOM

SHRI R. DAYACHAND SIVANUSKHA
President

DR. HARISH L. NETHA
Secretary (Administration)

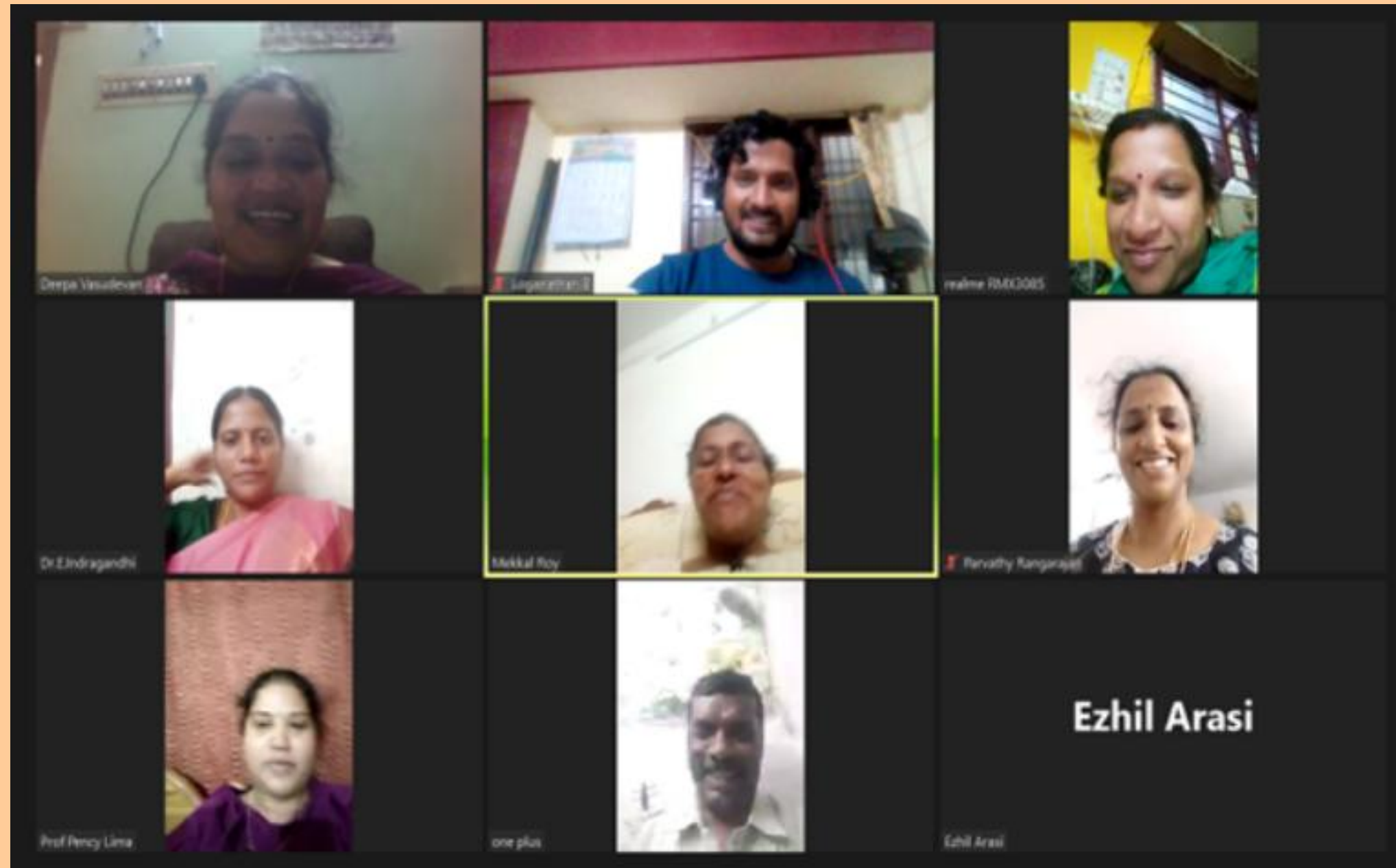
SHRI JASWANT MUNOTH
Secretary (Academic & Finance)

DR.M. SAKTHIVEL MURUGAN
Professor-in-charge

DR. C. ANRUGESAN
PRINCIPAL

Mrs. K. E. DEEPA
HOD-Commerce

ONLINE STAFF MEETING



DATE: 03.02.2024

An online staff meeting was conducted to discuss about the CAT -1 examination, which will be held from 05/02/2024 to 09/02/2024. Mainly focused on the exam question papers, classroom allocation and invigilation duty.

ROAD SAFETY AWARENESS PROGRAM

DATE: 05.02.2024

**RESOURCE PERSON: SUB-INSPECTOR
TRAFFIC POLICE OFFICER**

Department of Commerce general organized a program on the 35th National Road Safety Awareness. This program is aimed at raising public awareness about traffic rules and ultimately to reduce casualties due to road accidents, to create awareness and promote road safety in schools, colleges and to customers and explained various safety and minimizing injuries and deaths because of road accidents by applying road safety measures including wearing seat belts and helmets. The Sub Inspector mentioned about the various measures available for an individual for his safety during his travel and also about the ways in which the injured person can be helped in need. This program was very helpful for the students.



CANCER AWARENESS PROGRAM

DATE: 09.02.2024

**RESOURCE PERSON: SUB-INSPECTOR
Thoraipakkam Police Station**

Cancer Awareness Program was organized by the Department of Commerce general for college students. The Main objective of the program is to create cancer awareness and remove the stigma and fear attached, help them to recognize the early signs and symptoms of cancer, thus enabling them to seek treatment at an early stage, educate about the key risk factors of cancer cases could be prevented by modifying lifestyle or avoiding the risk factors and Inform people about the importance of regular screening and check-ups. "Prevention is better than Cure". Various options to prevent the Cancer were highlighted by giving a real time cases and examples.

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Rajiv Gandhi **Scitech, Parklands**, IT Corridor, Thoraipakkam, Chennai-600097

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Post Graduate and Research Department of Commerce
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Guest Lecture on

**ROAD SAFETY
AWARENESS ON
35TH NATIONAL ROAD
SAFETY AWARENESS**

BY
SUB INSPECTOR
DATE: 05.02.2024 (MONDAY)
VENUE: ROOM NO: 21 SMART CLASS ROOM

SHRI R. DAYACHAND SAVANSUKHA
President

DR. HARISH L METHA
Secretary [Administration]

SHRI LASWANT MUNOTH
Secretary [Academic & Finance]

DR.M. SAKTHIVEL MURUGAN
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PRINCIPAL

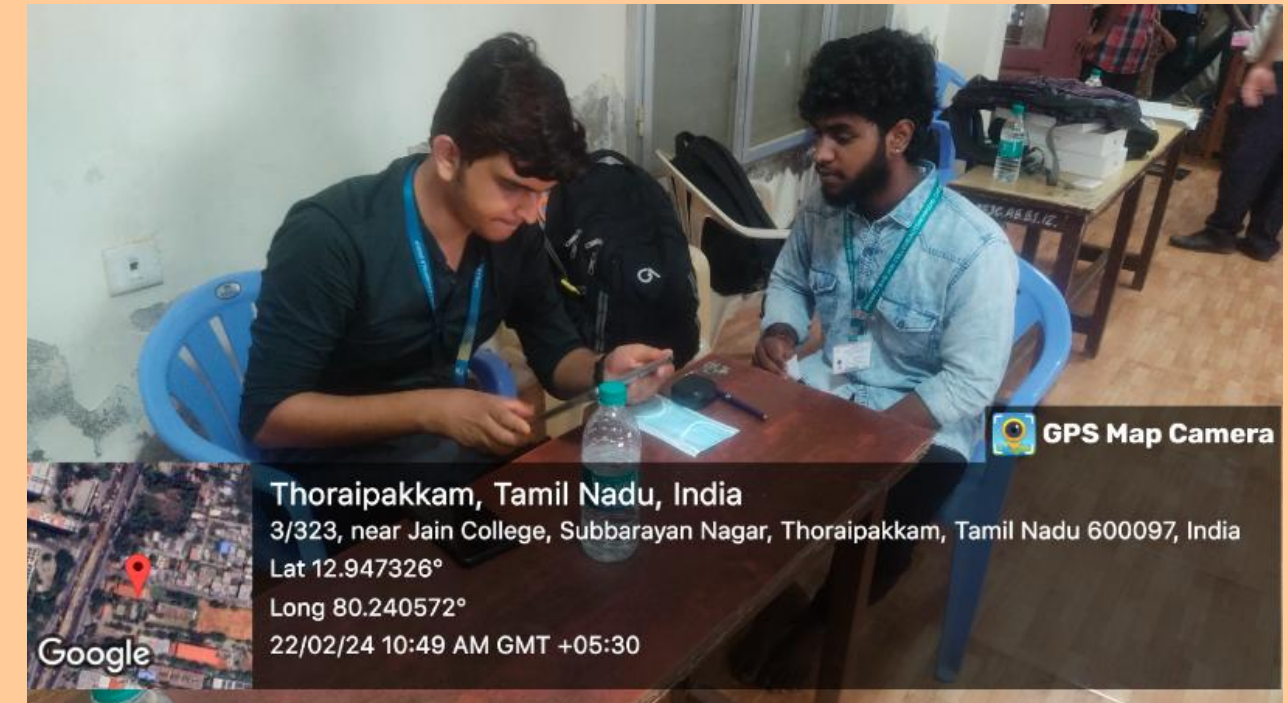
Mrs. K. E. DEEPA
HOD/Commerce

MEDICAL CAMP

DATE: 21.02.2024 & 22.02.2024

CAMP INCHARGE: Apollo Shine Doctors

Department of commerce conducted Medical Camp with Apollo Shine for all the students of our college. Students used this opportunity to do a full body check-up.

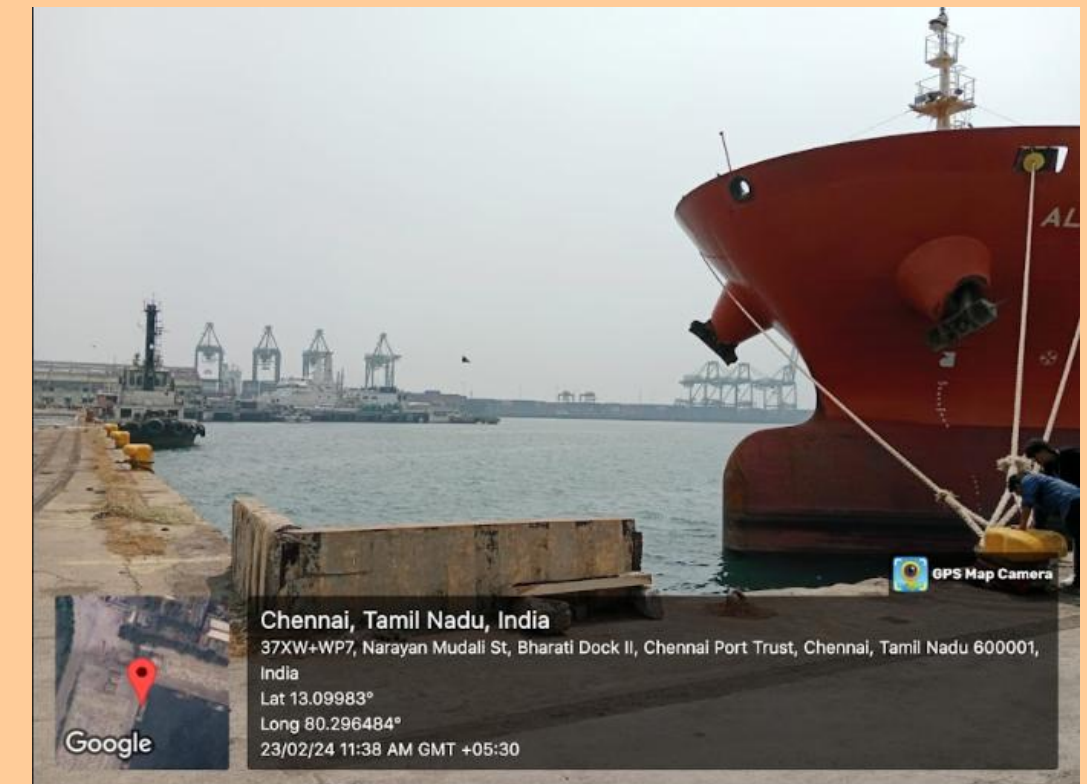


INDUSTRIAL VISIT

DATE: 23.02.2024 & 26.02.2024

PLACE: CHENNAI FORT

Industrial Visit was organized by the Department of Commerce for the final year B.Com general students to the Chennai Fort . On Day 1, Students from III B.com B & C went forward for the visit. On Day 2, students from III B.Com A & B went for the visit. On every visit a brief description about the process of logistics was explained and also the job opportunities related to Logistics was highlighted..



WOMEN HEALTH AND AWARENESS PROGRAM

DATE: 26.02.2024

**RESOURCE PERSON: Dr. Lenita, Project Associate,
HLL Management Academy**

A women health awareness program was organized by Department of Commerce for all the female students of B.com general students. As an initiative towards Green Environment, Dr. Lenita introduced the new product- Menstrual cup which can be used by all the females during their Menstrual time. She explained the benefits of the product and explain the procedure of usage. Samples were also distributed.



FINANCIAL LITERACY

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Department of Commerce
ORGANIZES GUEST LECTURE ON

FINANCIAL LITERACY

Mr. Francis Felix,
Retd. Bank Manager,
Financial Education Counselor,
ICICI Foundation for Inclusive Growth,
Chennai - 53

FEB 27 2024 | Main Block Auditorium | 11:00 AM

Shri. M. Lalchand Munoth
Chairman

Dr. Harish L. Metha
Secretary (Administration)

Shri. Jaywant Munoth
Secretary (Academic & Finance)

Dr. M. Sakthivel Murugan
Professor-in-charge

Prof. Deepa K.F.
HoD - Commerce

Dr. C. Murugesan
Principal

DATE: 27.02.2024

**RESOURCE PERSON: Mr. Francis Felix, Retd Bank Manager,
Financial Educational Counselor,
ICICI Foundation, Chennai -53**

Department of Commerce organized a guest lecture on Financial Literacy. As a retired bank manager and Insurance advisor the speaker present an enriched session on creation of bank account, various deposits of bank, online cash transaction along with risk involved in it, investment opportunity in mutual funds with associated risks and different types of insurance and its coverage. It was very useful session with overwhelming feedback.

APOLLO AWARENESS PROGRAM

DATE: 07.03.2024

RESOURCE PERSON: APOLLO SHINE

A health awareness program was organized by Department of Commerce for all the students of B.com general. They also gave the registration form for the medical camp which will be held in the coming week. A general talk about the food habits and lifestyle was emphasized.



APOLLO AWARENESS PROGRAM

DATE: 07.03.2024

RESOURCE PERSON: APOLLO SHINE

A health awareness program was organized by Department of Commerce for all the students of B.com general. They also gave the registration form for the medical camp which will be held in the coming week. A general talk about the food habits and lifestyle was emphasized.



PRAYAAS 2024

DATE: 26.03.2024 & 27.03.2024

EVENT: INTER-COLLEGIATE EVENT

Department of Commerce conducted an Intercollegiate Event PRAYAAS 2024 on 26th and 27th March 2024 in the Main Auditorium. The inauguration of "PRAYAAS 2024" started with the lighting of kuthuvilaku by our dignitaries. The Chief Guest for Inauguration function(Day 1) was Mr. Uma Sunday, Women Entrepreneur & Distinguished Alumni. Mr. Stefan Vijay, Founder of D-House Dance & Fitness Studio judged the group dance event on 26th March 2024 and Mr. Jai Surya, Model & theatre Artist presided over the Corporate Walk event on 27th March 2024. Nearly 250 students from various colleges participated in the events. Jeppaiar college won the overall trophy. The valedictory session was held on 27th March 2024 at 2:00 p.m awarding the prize winner for PRAYAAS 24.



DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS)
A RELIGIOUS MINORITY INSTITUTION
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RAJIV GANDHI SALAI, JYOTHI NAGAR, IT CORRIDOR, THORAI PAKKAM, CHENNAI 600 097
APPROVED BY THE GOVERNMENT OF TAMILNADU & AFFILIATED TO THE UNIVERSITY OF MADRAS RE-ACCREDITED WITH "B+" GRADE BY NAAC

DEPARTMENT OF COMMERCE
ORGANIZES
AN INTER COLLEGIATE EVENT

MARCH 26 & 27

FREE ENTRY

PRAYAAS 2024

ON STAGE EVENT

- GROUP DANCE
- 60SEC TO FRAME
- CORPORATE WALK

OFF STAGE EVENT

- SOLO SINGING
- CONNEXION
- CHANNAL SURFING

QR CODE

G. PUNDHARAN (EVENT CO-ORDINATOR) 86083 80193
M. RAJKI (EVENT CO-ORDINATOR) 7845705883
K. DHINESH (EVENT CO-ORDINATOR) 90872 02846
R. VIGESH (EVENT CO-ORDINATOR) 73057 14314

SRI R. DAYACHAND SAVANSUKHA
PRESIDENT

DR. HARISH L. METHA
SECRETARY
(ADMINISTRATION)

SRI JASWANT MUNOTH
SECRETARY
(ACADEMIC AND FINANCE)

DR. M. SAKTHIVEL MURUGAN
PROFESSOR IN CHARGE

PROF. K. DEEPA
HOD COMMERCE

DR. C. MURUGESAN
PRINCIPAL

