



PUNJAB ASSOCIATION
ANNA ADARSH
COLLEGE FOR WOMEN



AFFAIRI

FEBRUARY 2023

ISSUE 2 VOL 2

*Newsletter of the department of
Business Administration.*





1

FEBRUARY 2023

ISSUE 2 VOL 2

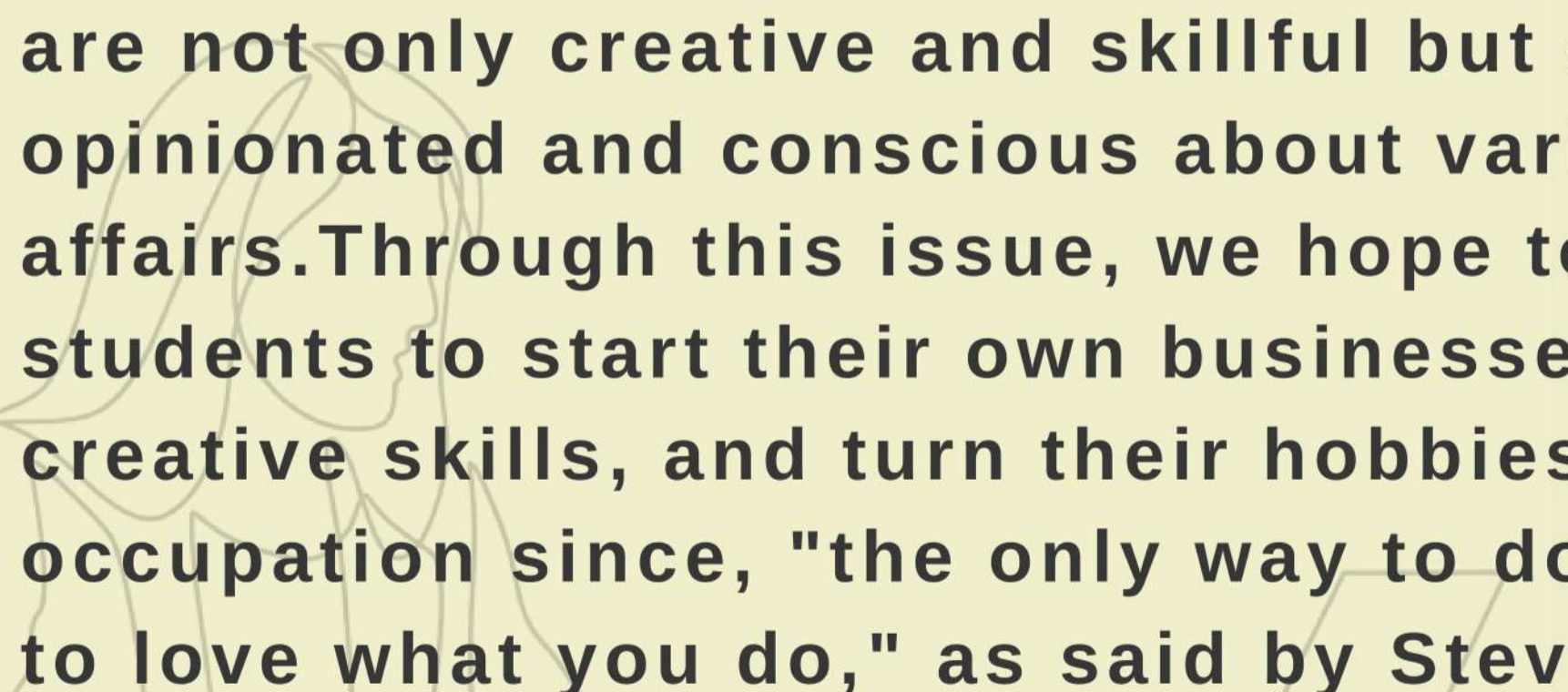
EDITORIAL MESSAGE

We, the students of the BBA department, are thrilled to release our second issue of AFFARI, the newsletter of our department.

In this issue, we have highlighted the talents and skills of our fellow students. Through this newsletter we wanted to exhibit our students' creativity, talents, intelligence and brilliance rather than just academic strength.

Our students' creativity and expressiveness can be observed throughout the newsletter under the **entertainment, photography and artwork section.**

if you've been wanting to shop from small businesses, look no further! In this newsletter, we have advertised the small businesses of student entrepreneurs from our department. Our students are not only creative and skillful but also opinionated and conscious about various social affairs. Through this issue, we hope to inspire other students to start their own businesses, develop creative skills, and turn their hobbies into their occupation since, "the only way to do great work is to love what you do," as said by Steve Jobs.






2

FEBRUARY 2023

ISSUE 2 VOL 2

CONTENTS

- 1. MESSAGE FROM THE CORRESPONDENT AND PRINCIPLE.**
 - 2. MESSAGE FROM THE VICE PRINCIPLE AND HOD.**
 - 3. VISION AND MISSION OF THE DEPARTMENT.**
 - 4. BRIDGE COURSE.**
 - 5. DEPARTMENT EVENTS.**
 - 6. ACHIVEMENTS.**
 - 7. BUDDING ENTREPRENER.**
 - 8. STUDENTS ART CORNER.**
 - 9. STUDENTS LITERARY COUNCIL.**
 - 10. EDITORIAL TEAM.**
- 



FEBRUARY 2023

ISSUE 2 VOL 2

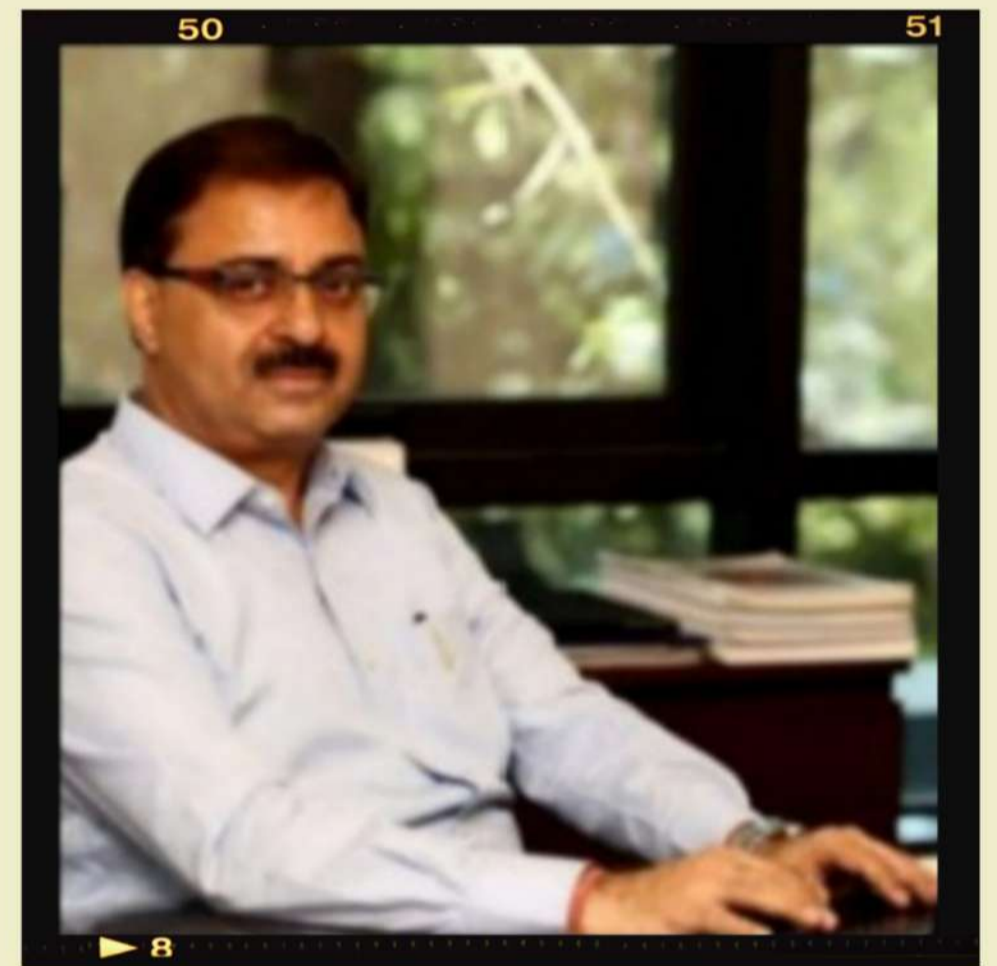
MESSAGE FROM THE CORRESPONDENT

"SUCCESS IS THE SUM OF SMALL EFFORTS, REPEATED DAY IN AND DAY OUT".

- ROBERT COLLIER

I'm elated on hearing about the release of "AFFARI" newsletter by the department of business administration for the academic year 2022-23. This newsletter awards an opportunity to the students to express their creative and progressive thoughts. I hope this newsletter brings in encouragement and empowerment to the students and the readers as well. Let this be a glorious start for yet another remarkable year. Wishing the students and staffs a great year with wisdom and happiness.

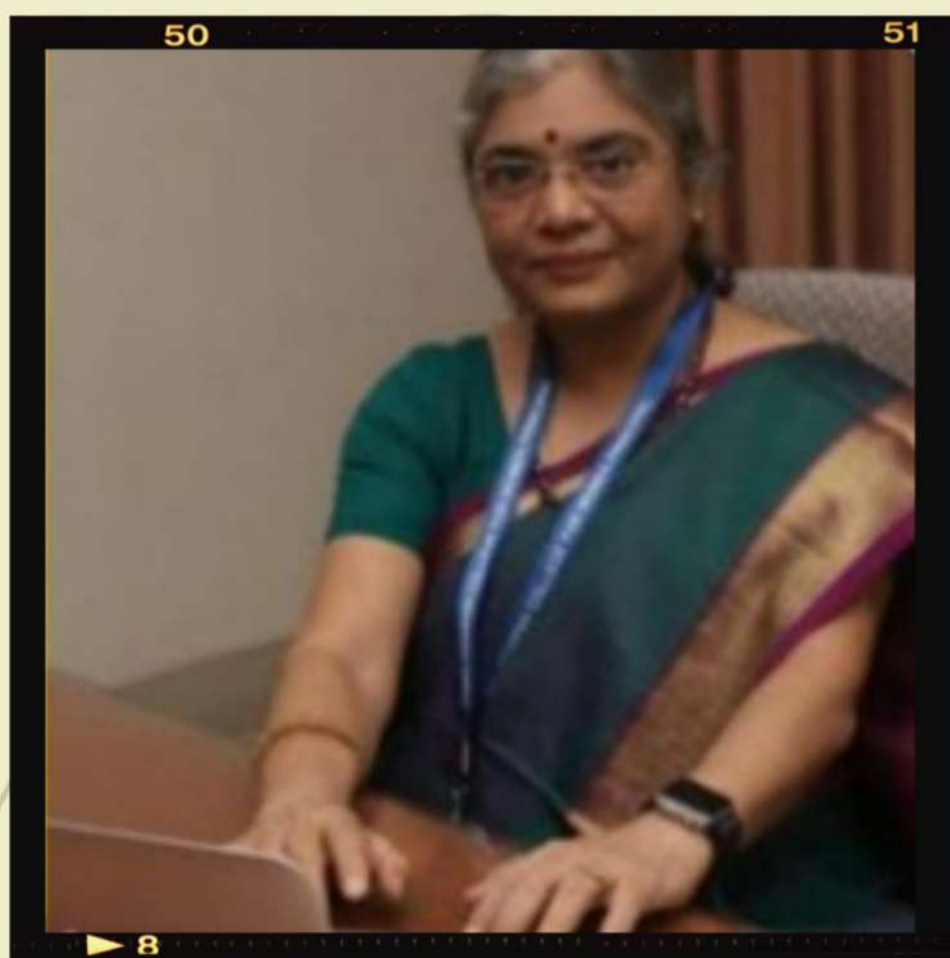
*MR. SUNIL HASIJA,
CORRESPONDENT,
ANNA ADARSH COLLEGE FOR WOMEN.*



MESSAGE FROM THE PRINCIPAL

"STUDENT IS NOT A CONTAINER YOU HAVE TO FILL BUT A TORCH YOU HAVE TO LIGHT UP".

- ALBERT EINSTEIN



I'm delighted to release the second issue of "AFFARI" the newsletter of the department of Business Administration. This being only their second academic year, the department has excelled in all field. I congratulate the editorial team for their extraordinary and coordinated efforts. My heartfelt wishes to the entire student body and faculties involved. Let this be a beginning for more milestones to be achieved.

*DR. R. SHANTHI PRINCIPAL,
ANNA ADARSH COLLEGE FOR WOMEN*

4

FEBRUARY 2023

ISSUE 2 VOL 2

MESSAGE FROM THE VICE PRINCIPAL

"WE WANT EDUCATION BY WHICH CHARACTER IS FORMED,
STRENGTH OF MIND IS INCREASED, THE INTELLECT IS EXPANDED
AND BY WHICH ONE CAN STAND ON ONE'S OWN FEET."

-SWAMI VIVEKANANDA

It gives me immense pleasure to pen this message for the second issue of "AFFARI" - Newsletter by the department of Business Administration. This newsletter stands as a testimonial of our students activities and accomplishments. I applaud the relentless efforts taken by students and teachers. I'm sure their contributions would stand as a strong pillar for the growth of the department. My profound wishes to the entire team.

DR.V.MEENA KUMARI,
VICE-PRINCIPAL



MESSAGE FROM THE HOD

"A WELL EDUCATED MIND WILL ALWAYS HAVE MORE
QUESTIONS THAN ANSWERS"

-HELLEN KELLER

It has been such an honour and pride to be a part of the second issue of our department newsletter "AFFARI". Through the newsletter we have tried to showcase our memorable journey of the academic year 2022-23. I hope this issue of the newsletter is insightful and enlightening to everyone who reads it. I would like to thank the Management, Principal Madam and Vice Principal Madam for their constant support.

DR.A.GAYATHRI,
HEAD OF THE DEPARMENT,
BACHELOR OF BUSSINESS ADMISTRATION.



VISION OF THE DEPARTMENT

To transform students into excellent business graduate who make active contributions in the enhancement of the country and to emerge as the best institute in management sciences.

MISSION OF THE DEPARTMENT

- To initiate progressive and noble thoughts among students.
- To create future leaders who excel in all ramifications.
- To inculcate value based Learning and ethical practices.

6

FEBRUARY 2023

ISSUE 2 VOL 2

BRIDGE COURSE

The primary session was a bridge course on the topic- Financial Accounting organised by our respected HoD A.Gayathri it was an insightful online program that gave us, the bussiness admistration students, an in depth idea of what was to come. All the students actively participated.

Dr. Gayathri A is presenting

11th_Accountancy_11th_accountancy.pdf - Adobe Acrobat Reader DC (34 bit)

Home Tools 11th_Accountancy_...

(Paid Keerthana in full settlement)

Example 13
Transaction: Dinesh, a customer is declared insolvent and 40 paise in a rupee is received from the estate for his due ₹ 10,000.
Analysis: This is a cash transaction as cash is involved.

Transaction	Accounts involved	Nature of accounts	How affected in business	Debit / Credit
Dinesh who owed ₹ 10,000, became insolvent and 40 paise in a rupee is received from his estate	Cash A/c Bad debts A/c Dinesh A/c	Real A/c Nominal A/c Personal A/c	Cash comes in Bad debts is a loss Dinesh is the giver	Debit Debit Credit

Journal entry

Date	Particulars	L.F.	Debit ₹	Credit ₹
	Cash A/c		4,000	
	Bad debts A/c		6,000	
	To Dinesh A/c (Cash received in final settlement on insolvency)			10,000

Tutorial note
Though the procedure for analysis of transactions, classification of accounts and rules for recording transactions under accounting equation approach and traditional approach are different, the accounts affected and entries in affected accounts remain the same under both approaches. In other words, accounts to be debited and credited to record the dual aspect

Export PDF PDF
Export PDF File to Word or Excel Online
Select PDF File
11th_Accountancy_11th_accountancy.pdf X
Convert to
Microsoft Word (.docx)
Document Language:
English (US) Change
Convert
Edit PDF
Convert, edit and e-sign PDF
Terms & Agreements
Use 3-Click Bar

Hemashree
Maeesha Anam
Sugari Rameshbabu
MEDHA
Shonaakshi Part...
Divya S

MEDHA, Shonaakshi Parthiban, and 2 more have raised hands
Open queue X

4:11 PM | als-qcte-upa

7

FEBRUARY 2023

ISSUE 2 VOL 2

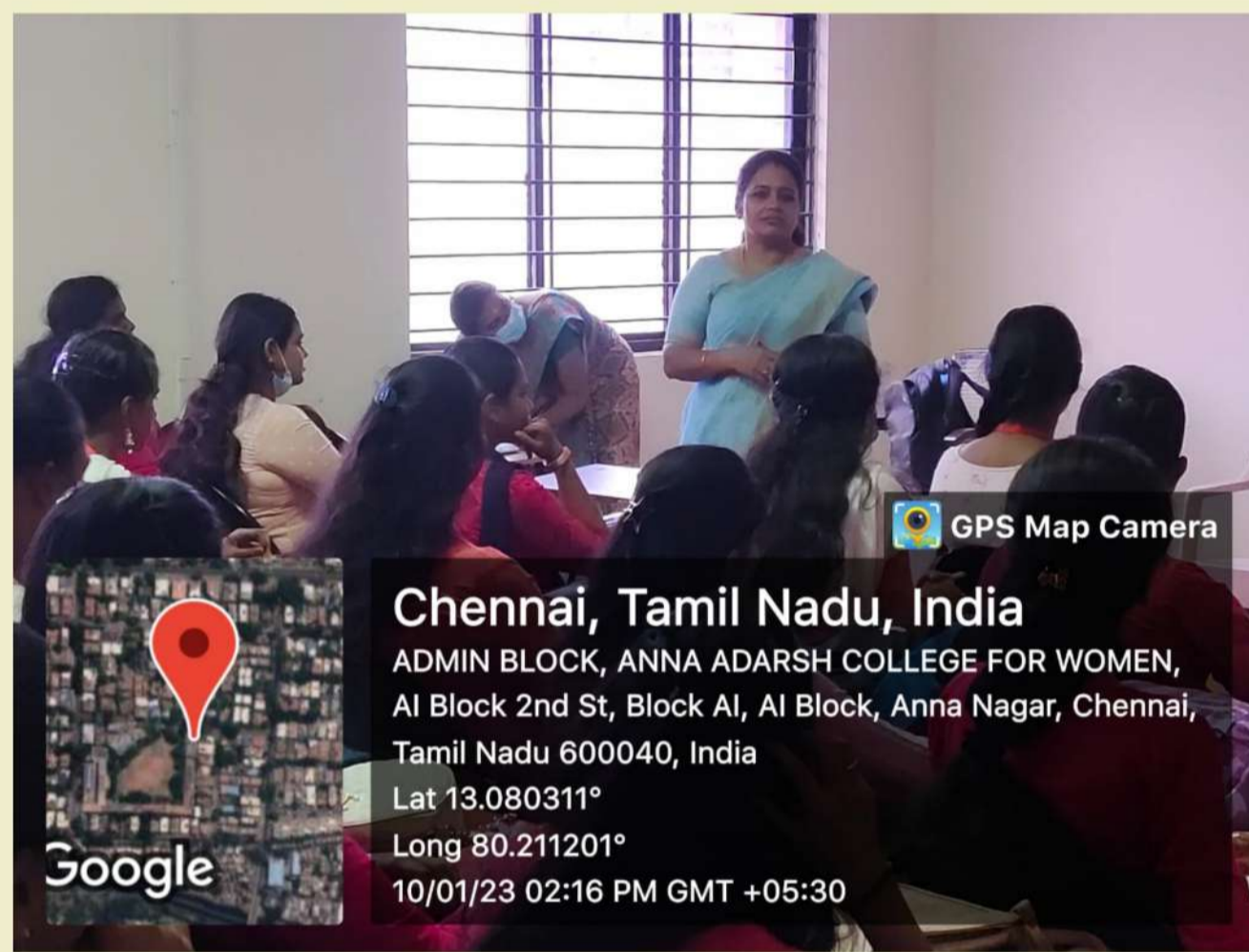
DEPARTMENT EVENTS

ORIENTATION - GOAL SETTING AND ACHIEVEMENTS



THE DEPARTMENT HAS ORGANIZED AN INTRA DEPARTMENT ORIENTATION PROGRAM ON THE TOPIC “GOAL SETTING AND ACHIEVEMENTS” ON 29TH OF AUGUST 2022. THE ORIENTATION PROGRAM MAINLY FOCUSED ON THE 1ST YEAR BBA IN WHICH A TOTAL OF 70 STUDENTS ATTENDED THE PROGRAM .THIS PROGRAM IS LIKE AN INTRODUCTORY PROGRAM FOR THE STUDENTS OF BBA. STUDENTS EXHIBITED THEIR KNOWLEDGE AND ANALYTICAL SKILLS. THIS PROGRAM HELPED STUDENTS TUNE THEIR INTERNAL SKILLS AND FLOURISH THEIR GENERAL KNOWLEDGE. STUDENTS FOUND THIS PROGRAM VERY USEFUL AND ENTERTAINING AS WELL. IT HELPED THEM CREATE NEW GOALS AND SET MORE TARGETS. IT GAVE THEM MORE INSIGHT FOR SHAPING THEIR CAREER.

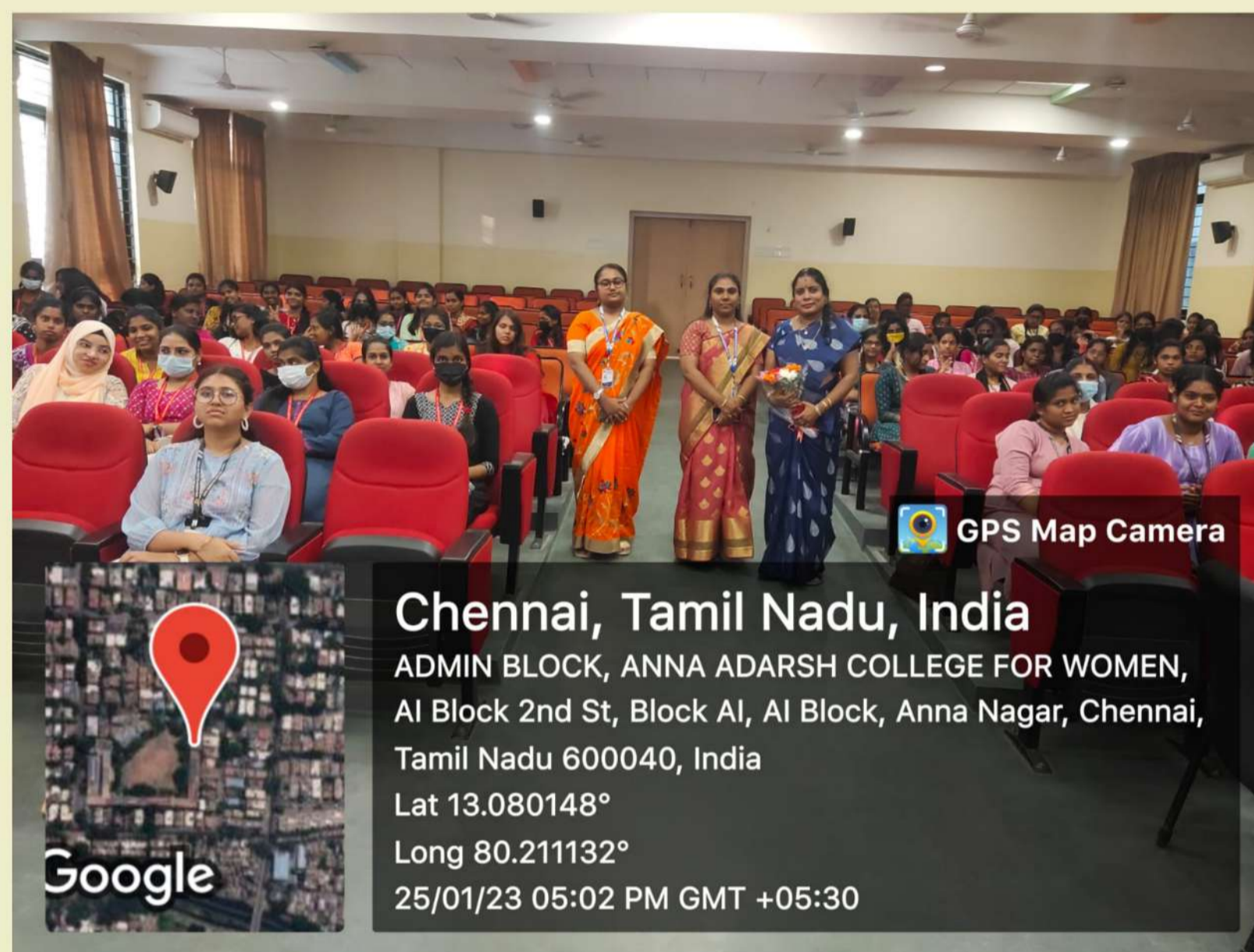
WORKSHOP – ART OF WRITING BUSINESS PLAN



THE DEPARTMENT HAS ORGANIZED AN INTRA DEPARTMENT WORKSHOP ON THE TOPIC “THE ART OF WRITING A BUSINESS PLAN” ON 10TH OF JANUARY 2023. THE ORIENTATION PROGRAM MAINLY FOCUSED ON THE 2ND YEAR OF BBA IN WHICH A TOTAL OF 70 STUDENTS ATTENDED THE PROGRAM. DURING THIS PROGRAM, THE STUDENT COUNCIL OF THE BBA DEPARTMENT RECEIVED THEIR BADGES. STUDENTS EXHIBITED THEIR KNOWLEDGE AND ANALYTICAL SKILLS.

THIS PROGRAM HELPED STUDENTS TUNE THEIR INTERNAL SKILLS AND FLOURISH THEIR GENERAL KNOWLEDGE. STUDENTS FOUND THIS PROGRAM VERY USEFUL AND ENTERTAINING AS WELL. IT HELPED THEM CREATE NEW GOALS AND SET MORE TARGETS. IT GAVE THEM MORE INSIGHT FOR SHAPING THEIR CAREER.

SEMINAR – SHARE MARKET TO STRENGTHEN WOMEN'S ECONOMIC RESILIENCE



THE DEPARTMENT HAS ORGANIZED AN INTRA DEPARTMENT SEMINAR ON THE TOPIC “SHARE MARKET TO STRENGTHEN WOMEN’S ECONOMIC RESILIENCE” ON 25TH OF JANUARY 2023. THE SEMINAR PROGRAM MAINLY FOCUSED ON BBA STUDENTS , IN WHICH A TOTAL OF 138 STUDENTS ATTENDED THE PROGRAM. DURING THIS PROGRAM, STUDENTS EXHIBITED THEIR KNOWLEDGE AND ANALYTICAL SKILLS.

THIS PROGRAM HELPED STUDENTS TUNE THEIR INTERNAL SKILLS AND FLOURISH THEIR GENERAL KNOWLEDGE. STUDENTS FOUND THIS PROGRAM VERY USEFUL AND ENTERTAINING AS WELL. IT HELPED THEM CREATE NEW GOALS AND SET MORE TARGETS. IT GAVE THEM MORE INSIGHT FOR SHAPING THEIR CAREER.

ONAM CELEBRATION



**PUNJAB ASSOCIATION'S
ANNA ADARSH COLLEGE FOR WOMEN
(AFFILIATED TO UNIVERSITY OF MADRAS)
RE- ACCREDITED BY NAAC WITH A '+' GRADE
2(F) STATUS UNDER UGC ACT**



**DEPARTMENT OF BUSINESS ADMINISTRATION
(SHIFT - II)**

is organising "POOKALAM" making
competition and "PAINTING" competition
(exclusively for SHIFT - II)

Theme of the competition

Onam



Date: 6-9-2022
Time: 2 pm

Venue: BBA Department
(First floor)

CHIEF GUEST

<p><i>Dr. K. Annie George</i> Department of English (Shift - II) Anna Adarsh College For Women</p>	<p><i>Dr. K. Anupama</i> Department of Hindi (Shift - II) Anna Adarsh College For Women</p>
<p><i>Dr. R. Shanthy</i> Principal</p>	<p><i>Dr. A. Gayathri</i> Head of Department BBA</p>
<p><i>Dr. Anita Raman</i> Vice Principal & Dean (Academics)</p>	

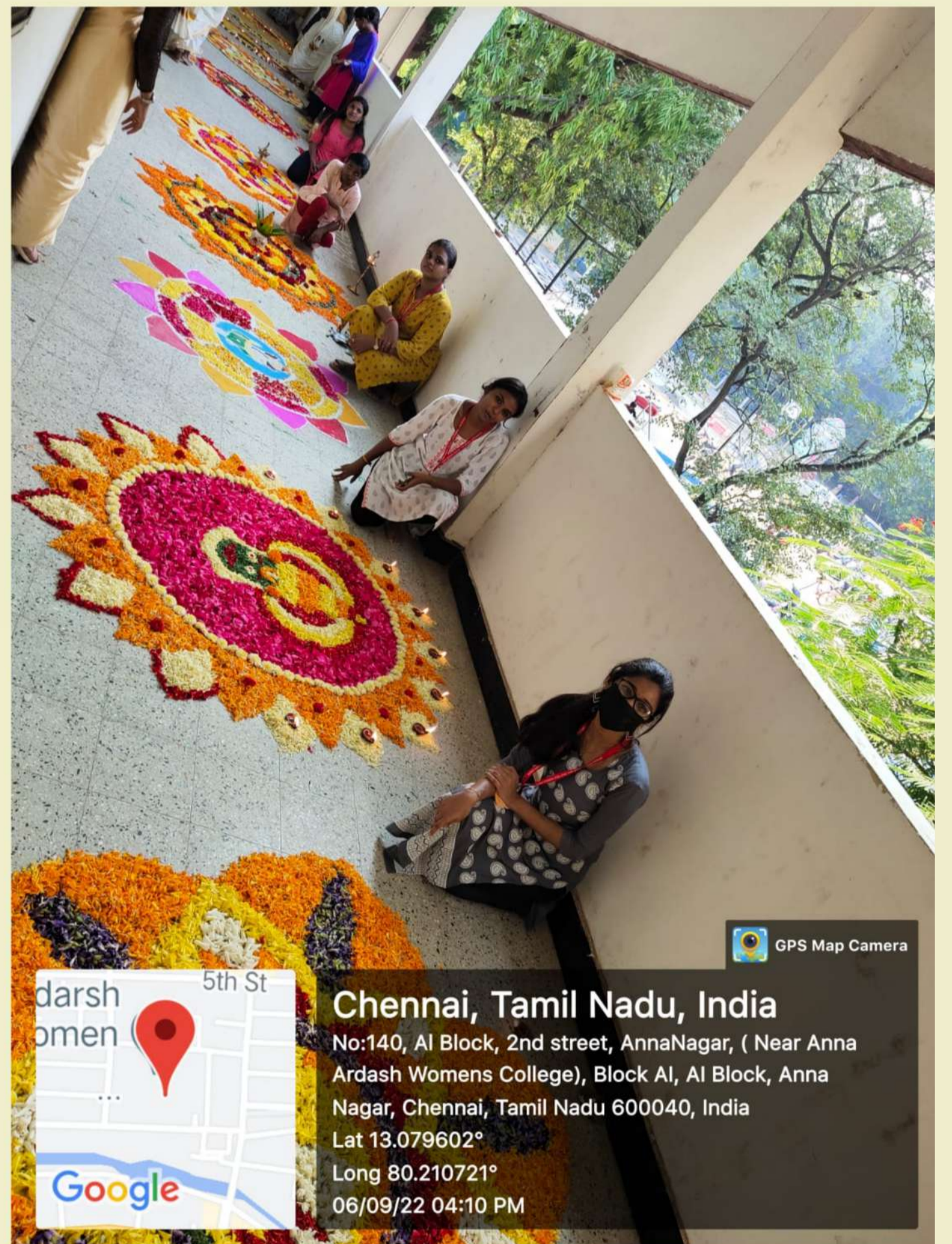


OUR DEPARTMENT ORGANIZED POOKOLAM AND PAINTING COMPETITION ON THE OCCASION OF ONAM. THERE WERE AROUND 200 PARTICIPANTS FROM SEVERAL DEPARTMENTS. THE EVENT WAS CONDUCTED ON 6TH SEPTEMBER 2022



FEBRUARY 2023

ISSUE 2 VOL 2



SPORTS ACHIVEMENTS



S POOJA, THE SPORTS REPRESENTATIVE PLACED 3RD IN DISC THROW

G.CHITRA PRIYA AND HER TEAM PLACED 2ND IN THE MADRAS UNIVERSITY CRICKET MATCHES AND SHE WAS ALSO THE RUNNER UP IN THE 4X100 RELAY





**GOUSIA SHERIFF PLACED 1ST
IN KHO-KHO**

**VIJAYALAKSHMI PLACED 2ND IN
1500M RUNNING RACE, SHE ALSO
WON 2ND PRIZE IN 4X400 RUNNING
RACE**



**SADHANA PLACED 4TH IN
800M RUNNING RACE**



14

FEBRUARY 2023

ISSUE 2 VOL 2

INTER-DEPARTMENT ACHIVEMENTS



**SUDHIKSHA S PLACED 2ND IN MOBILE
CASE DESIGNING IN MEGHMALHAR'23**

**AKSHAYA R PLACED 2ND IN POSTER
MAKING IN INTER-DEPARTMENT**



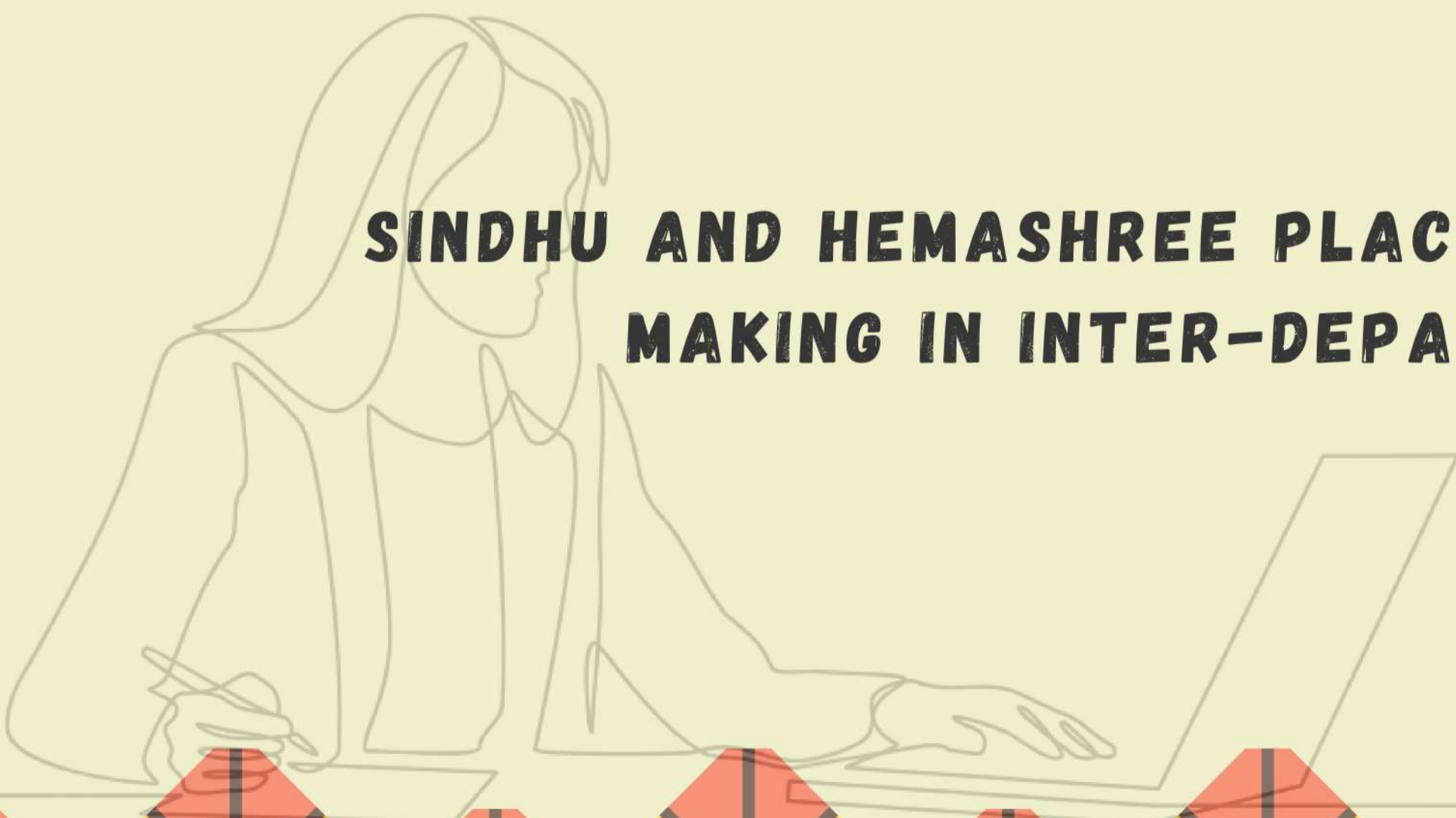
15

FEBRUARY 2023

ISSUE 2 VOL 2



**SINDHU AND HEMASHREE PLACED 1ST IN IDOL
MAKING IN INTER-DEPARTMENT**



16

FEBRUARY 2023

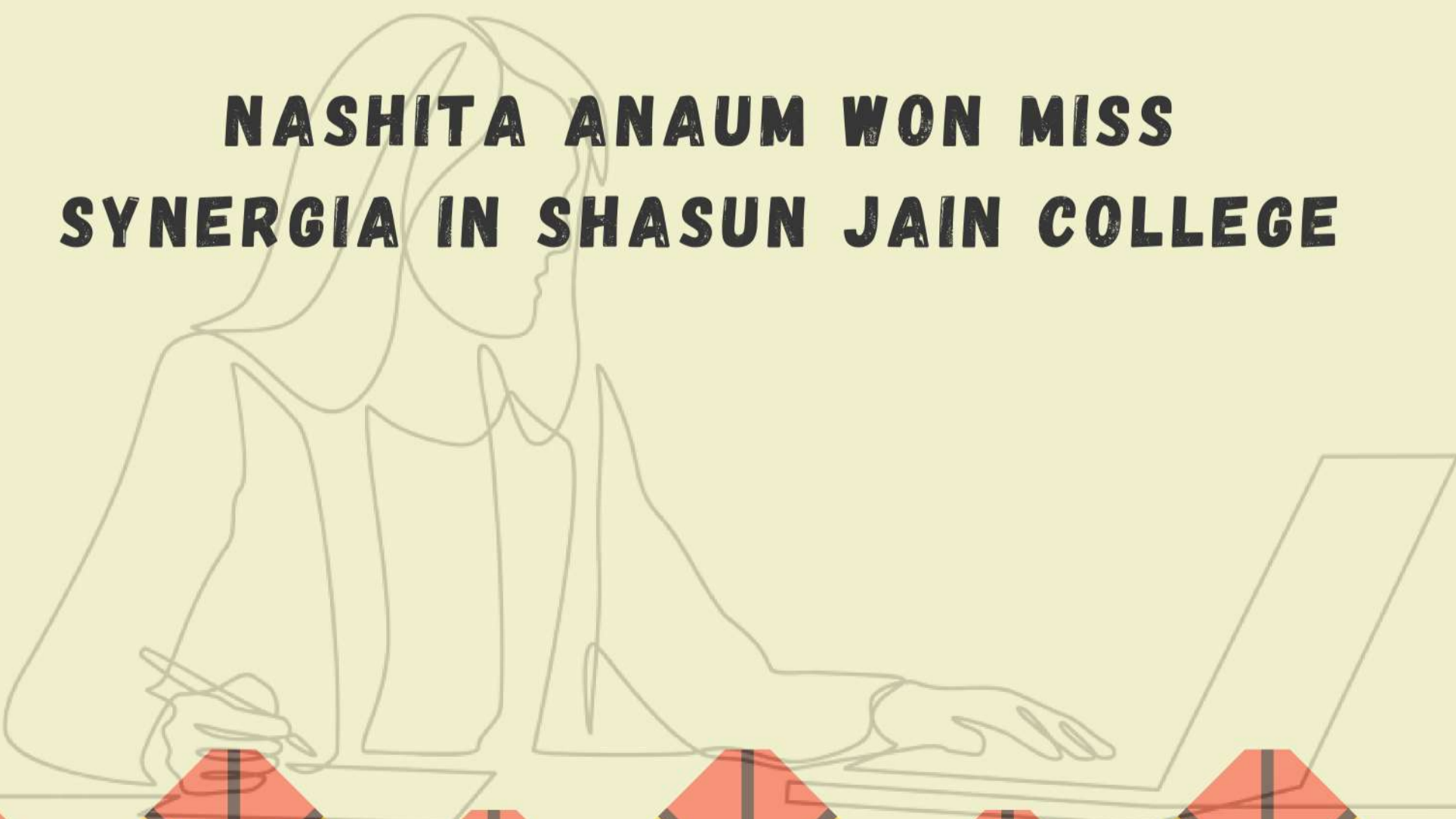
ISSUE 2 VOL 2

INTER-COLLEGE ACHIVEMENTS



**ADDHYA MENON PLACED 1ST IN THE LETTER TO
THE PRIME MINISTER AND SCRIPT WRITING
COMPETITION IN SHASUN JAIN COLLEGE**

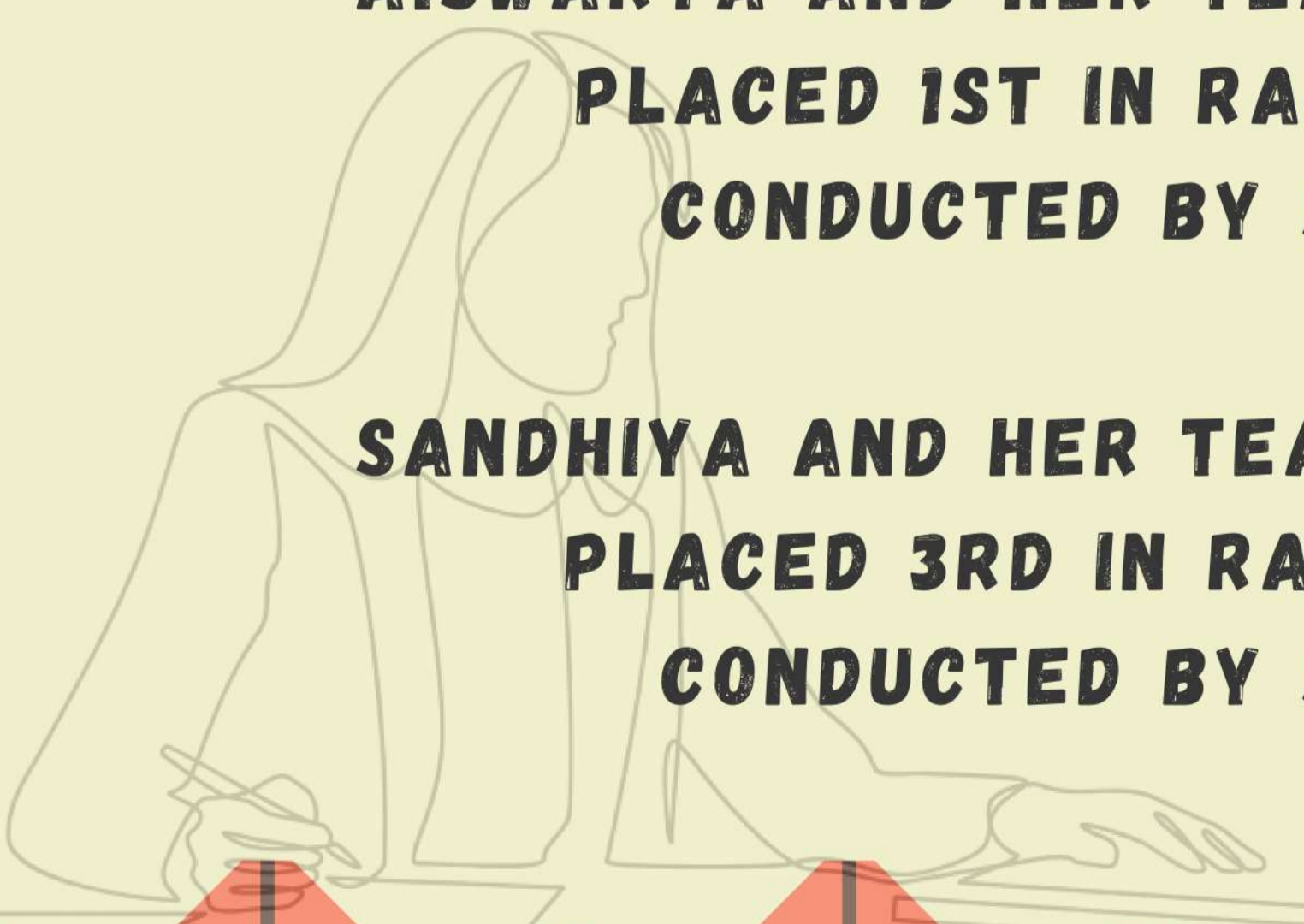
**NASHITA ANAUM WON MISS
SYNERGIA IN SHASUN JAIN COLLEGE**





**AISWARYA AND HER TEAM FROM 2ND YEAR BBA
PLACED 1ST IN RANGOLI COMPETITION
CONDUCTED BY SRM VADAPALANI**

**SANDHIYA AND HER TEAM FROM 2ND YEAR BBA
PLACED 3RD IN RANGOLI COMPETITION
CONDUCTED BY SRM VADAPALANI**

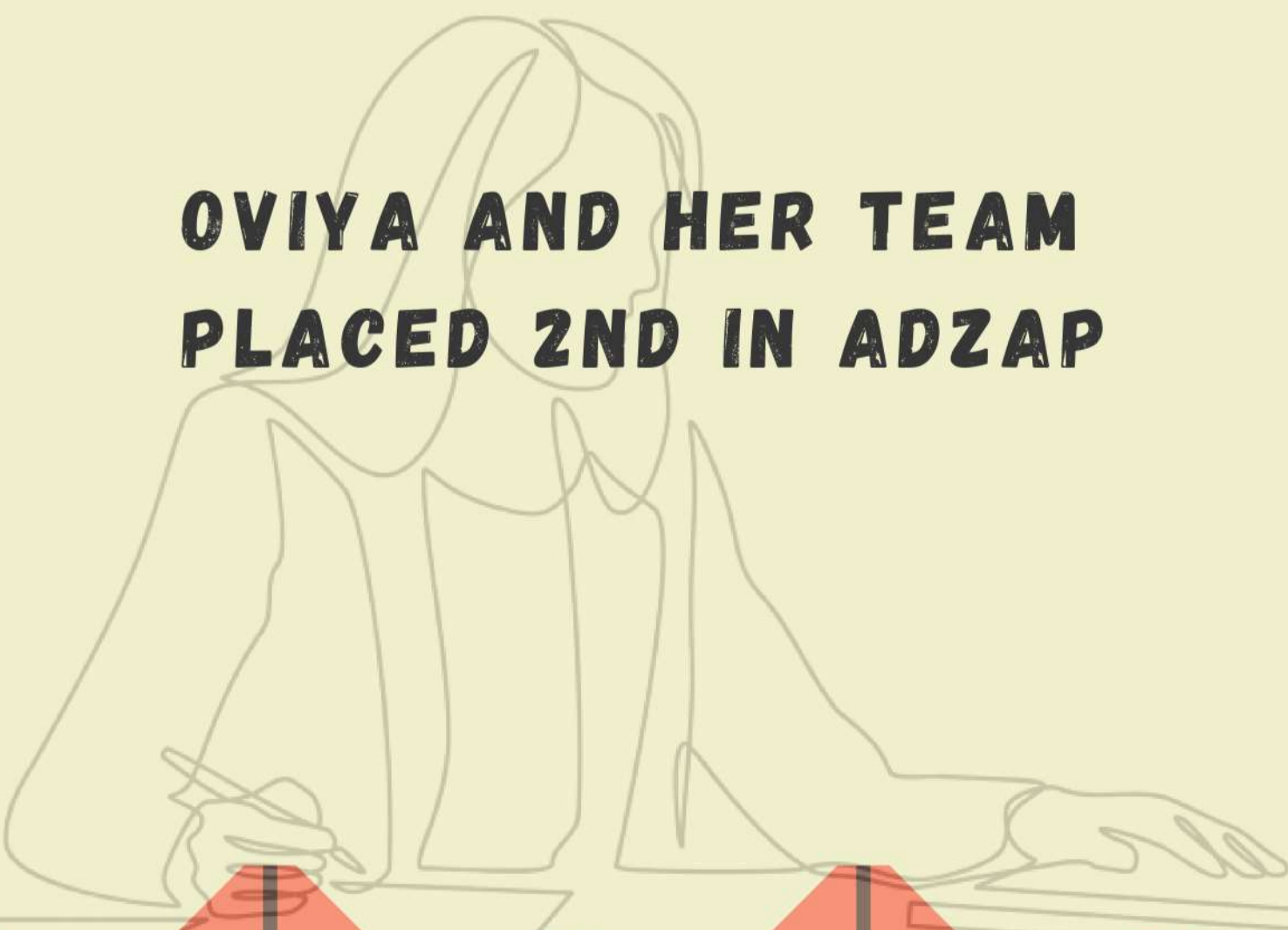




STUDENTS OF BBA WON THE OVERALL RUNNER-UP PRIZE AT MARKUTSAV '22



OVIYA AND HER TEAM PLACED 2ND IN ADZAP



19

FEBRUARY 2023

ISSUE 2 VOL 2



**NEKAETHANA AND NAVYA PLACED 3RD IN
MARKETING MAYHEM**



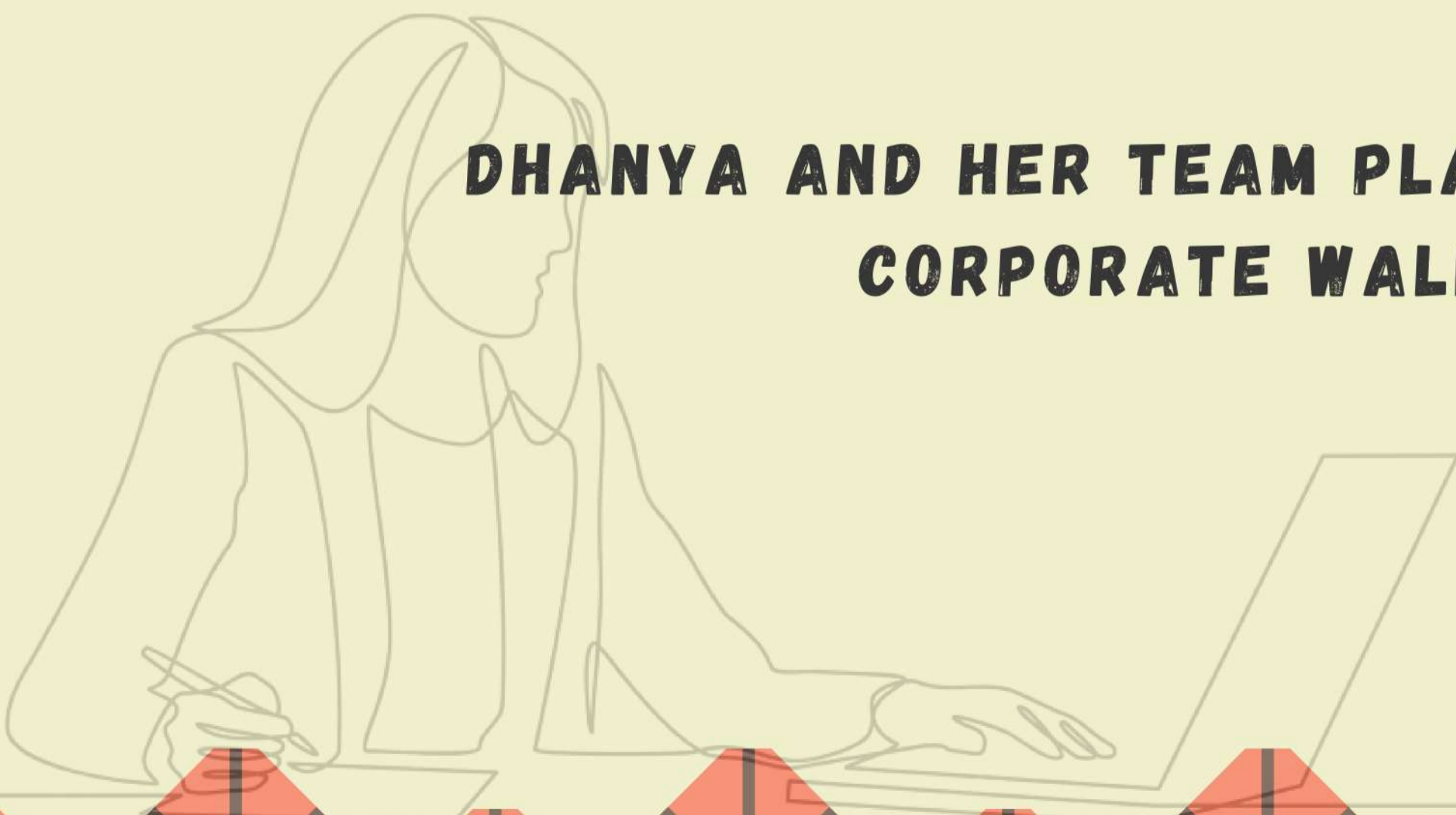
20

FEBRUARY 2023

ISSUE 2 VOL 2



**DHANYA AND HER TEAM PLACED 2ND IN
CORPORATE WALK**



21

FEBRUARY 2023

ISSUE 2 VOL 2

BUDDING ENTREPRENEUR

Abinaya Creations- "Hand-crafted aari work"

I started doing aari work in 2020, during the lockdown, out of boredom. It soon became a hobby of mine and now it is a business in which I work on commission. I do aari work on saree blouses and other clothing if requested. I have made 20+ pieces since I began this business and am always ready to work on more.

You can contact me at +91 94446 66027



Abinaya Shree



22

FEBRUARY 2023

ISSUE 2 VOL 2

STUDENTS ART CORNER



ARTWORK BY AKSHAYA



23

FEBRUARY 2023

ISSUE 2 VOL 2



ARTWORK BY MEDHA



STUDENTS LITERARY CORNER

ENTREPRENEURSHIP AND YOUTH UNEMPLOYMENT

ENTREPRENEURSHIP AND UNEMPLOYMENT ARE INTERRELATED. UNEMPLOYMENT IS DEFINED AS A SITUATION WHERE SOMEONE OF WORKING AGE IS NOT ABLE TO GET A JOB BUT WOULD LIKE TO BE IN FULL-TIME EMPLOYMENT. UNEMPLOYMENT OCCURS WHEN A PERSON WHO IS ACTIVELY SEARCHING FOR EMPLOYMENT IS UNABLE TO FIND WORK.

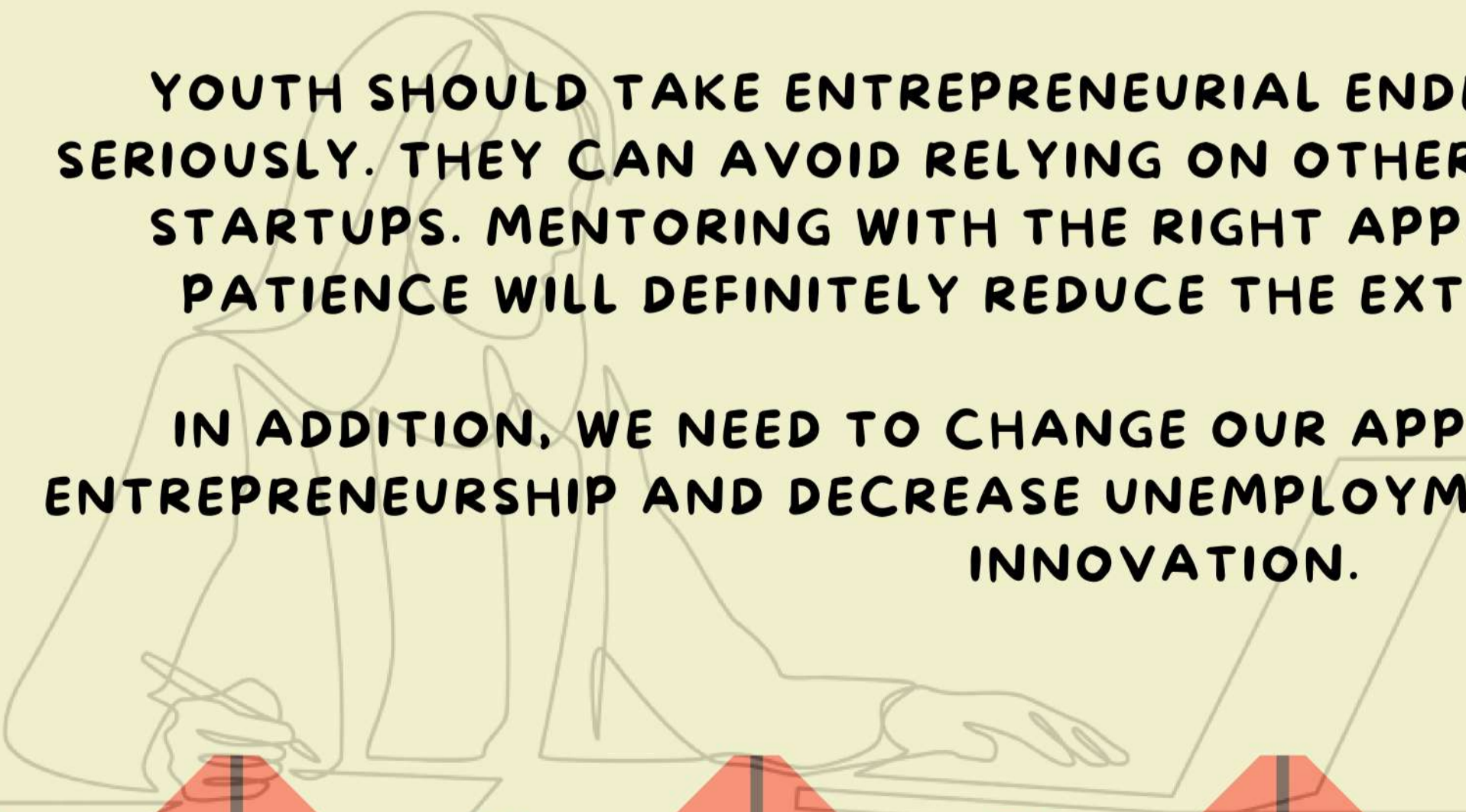
WHEN ENTREPRENEURS BUILD BUSINESSES, IT AFFECTS EVERY PART OF THE ECONOMY. UNEMPLOYED PEOPLE GET JOBS THROUGH IT DIRECTLY OR INDIRECTLY. NEW SERVICES AND PRODUCTS DEVELOPED BY ENTREPRENEURS INCREASE THE EXCHANGE OF MONEY IN THE COUNTRY AND ABROAD AS WELL WHICH SPURS ECONOMIC GROWTH.

BUSINESS ENTERPRISES ARE ONE OF THE BIGGEST SOURCES OF JOBS IN A NATION. ENTREPRENEURSHIP FIRMS NOT ONLY EMPOWER AN INDIVIDUAL BUT ALSO CREATE OPPORTUNITIES FOR MANY PEOPLE. A STARTUP REQUIRES VARIOUS PEOPLE WITH DIFFERENT SKILL SETS TO RUN SMOOTHLY CREATING JOB OPPORTUNITIES FOR SEVERAL PEOPLE IN VARIOUS FIELDS.

YOUTH SHOULD TAKE ENTREPRENEURIAL ENDEAVORS AND START-UPS SERIOUSLY. THEY CAN AVOID RELYING ON OTHERS BY CREATING THEIR OWN STARTUPS. MENTORING WITH THE RIGHT APPROACH AND A PINCH OF PATIENCE WILL DEFINITELY REDUCE THE EXTENT OF THIS PROBLEM.

IN ADDITION, WE NEED TO CHANGE OUR APPROACH TO ENCOURAGE ENTREPRENEURSHIP AND DECREASE UNEMPLOYMENT BY FOCUSING MORE ON INNOVATION.

BY ADDHYA MENON





25

FEBRUARY 2023

ISSUE 2 VOL 2

AVERTI

LES SABLES DU TEMPS ONT RENDU LA PEUR
LE CIEL BLEU EN HAUT N'EST PLUS CLAIR
LES ÉTOILES ÉTAIENT BRILLANTES D'OÙ ELLES VENAIENT
MAINTENANT ESTOMPÉ, OBSCURCI, LA BRUME DE LA POLLUTION
LIMPIDES NOS EAUX BRILLAIENT
POISSONS ABONDANTS, RIVIÈRES RUISSELANTES
FONDS OCÉANIQUES BLANC SABLONNEUX
MAINTENANT JONCHÉ, BRUN, LE SORT DE LA POLLUTION
LES ARBRES DOMINAIENT AU-DESSUS
TRUNKS DÉCOUVRANT L'AMOUR PROFESSÉ
OISEAUX GAZOUILLANT DEPUIS DES SITES INVISIBLES
FINI, LE PAPIER A REJOINT L'ÉQUIPE DE LA POLLUTION
ON NE PEUT PAS BLÂMER LA POLLUTION SEULE
COMME ON DIT, TU RÉCOLTES CE QUE TU AS SEMÉ
ALORS PLANTONS UNE MEILLEURE GRAINE
ARRACHER LES VIEILLES RACINES, CULTIVER, DÉSHERBER
PROTÉGEZ CE QUI A ÉTÉ DONNÉ GRATUITEMENT
NOS EAUX, NOS CIEUX, NOTRE FAUNE ET NOS ARBRES
POUR UNE FOIS QU'ILS SONT PARTIS, NE DIS-TU PAS
CONSIDÉREZ-VOUS AVERTI DE CE JOUR FATAL



BY AKSHAYA.M





26

FEBRUARY 2023

ISSUE 2 VOL 2

NEOTERIC - MODERN

WE ARE RECENT IN ORIGIN AND OUR ACADEMIC PATH IS ALSO MODERN AND FOR THE MODERN BUSINESS WORLD.

THE STUDENT COUNCIL STRIVES TO BRING OUT THE BEST IN STUDENTS BY FOLLOWING THE PATH OF CREATIVITY AND INNOVATION. TO CREATE AND TO DESIGN THE FUTURISTIC PATH DOWN THE ROAD, THE STUDENT COUNCIL ENDEAVORS TO MAKE IT'S STEP SMALL AND STEADY TO SHOW EXCELLENCE IN A HOLISTIC WAY.

THE DEVELOPMENT OF OUR SOCIETY AND COUNTRY DEPENDS ON THIS SPIRIT



27

FEBRUARY 2023

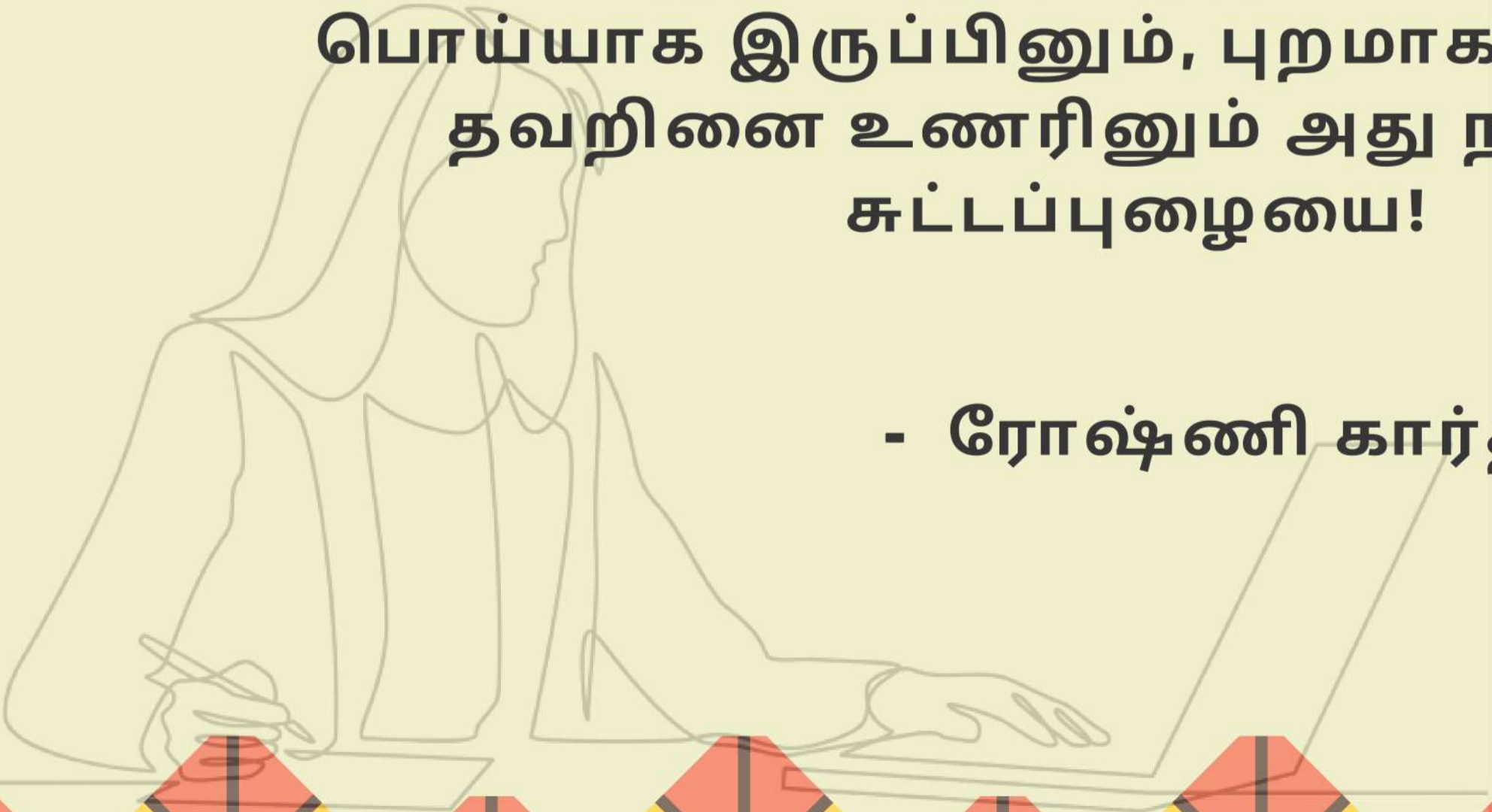
ISSUE 2 VOL 2

கவிதை

மானுடவியல்!

எவையாவும், வரம்போடு வரையப்படும்போது,
இடைவெளிகளும், எதிர்முனைகளிருப்பினும்,
இணக்கமுடன், இனிதே இயங்கப்படும்!
விரிச்சி கேட்கும் விரக்தியில்,
விடைமதிப்பில்லா விவரங்கள்,
உருட்டிய பளிங்கைப்போல் விரிவாக
விவரிக்கப்படும்!
சூழ்நிலைகள் மகுடியாக இருப்பின்,
மனிதனின் மனமோ மயலுருந்த பாம்பு;
நிஜமாக இருப்பினும், நிறங்கள் மாறிவிடும்;
பொய்யாக இருப்பினும், புறமாக மாறிவிடும்;
தவறினை உணரினும் அது நாவிநால்
சுட்டப்புழையை!

- ரோஷ்ணி கார்த்திகேயன்.



28

FEBRUARY 2023

ISSUE 2 VOL 2

STUDENT'S COUNCIL



PRESIDENT



**VICE PRESIDENT
CLASS REPRESENTATIVE**



**ASSISTANT
CLASS REPRESENTATIVE**



EVENT MANAGER



TREASURER



SPORTS SECRETARY



CULTURAL SECRETARY



TECH HEAD

30

FEBRUARY 2023

ISSUE 2 VOL 2



CLASS REPRESENTATIVE



CLASS REPRESENTATIVE



ASSISTANT
MANAGER



ASSISTANT
TREASURER

31

FEBRUARY 2023

ISSUE 2 VOL 2



**ASSISTANT
SPORTS SECRETARY**



**ASSISTANT
CULTURAL SECRETARY**



**ASSISTANT
TECH HEAD**



32

FEBRUARY 2023

ISSUE 2 VOL 2



DISCIPLINARY COMMITTEE

33

FEBRUARY 2023

ISSUE 2 VOL 2

EDITORIAL TEAM

**PROUDLY PRESENTING THE EDITORIAL TEAM
OF THE BBA DEPARTMENT SHIFT II FOR THIS
NEWSLETTER**

**"When we are united, then we can
surmount any challenges and accomplish
any goals".**



Addhya Menon



Akshaya Reji



Varshini



Shalini



Keshini