



Punjab Association 's

ANNA ADARSH COLLEGE FOR WOMEN

# The Bulletin

DEPARTMENT NEWSLETTER COMMERCE GENERAL SHIFT II



[www.annaadarsh.edu.in](http://www.annaadarsh.edu.in)

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*In this pic; The Editorial Team'22 of Department of Commerce General Shift 02*

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## Message from the Editorial Board

Greetings! The editorial board is glad to issue 'The Bulletin' newsletter of Department of Commerce filled with inspiration and enthusiasm as intended. Its a manual that highlights the quality of education and extracurricular activities the department undertakes to develop all-round personality of the students.

As you scan through the pages of this newsletter, it will enlighten you with our budding talents who have expressed their thoughts, ideas, hopes, aspirations and convictions in a creative manner.

'The Bulletin' also highlights the department activities, Student's talent, student's achievement and much more until October 2022.

This newsletter will motivate students as it serves as a medium to showcase their success stories.

"Student Life is the seed of your life...  
Plant it wisely "



*Ms. Manju.A,  
Assistant Professor*



## Events organised for the year 2022 goes down in History

### *Literacy Awareness Program*

*conducted on 25th July'22 was appreciated by many!*



The Department of Commerce Shift 2 and IQAC has organized a **Literacy awareness program for the clean line service staff** where our department staffs taught the social workers; the basics to read and write, which was indeed found very useful by the workers.

Above all, taking care after those who care and work for us is morally essential. And the amount of bliss filled our staff's hearts through teaching them the basic and helpful sentences is immaculate.

## Infusing discipline & spirituality : Department Prayer

*Many students volunteered to be a part of it, encouraged student's talents, Conducted on 27th August, 2022*



## Celebrating Teachers! Starlight of the program was the dance performance by our Department staff



*On September 5th, Teacher's day was celebrated. Teachers exhibited their talents through various cultural programmes and the Dance performance by our department staff was highly cheered by the audience.*

## The Emotional Literacy Program: an absolute mindfulness & illuminated mind psychology 101

*Everything We Do is Driven by The difference between thinking, feeling and the behavioral science*



An interactive Emotional Literacy program on the topic **Relationships : Understanding the Other and Me**

was organized by the Department of Commerce Shift II & IQAC on 6th September'22. The Resource Person for this program was **Kalaimamani Mrs. Devadarshini Chetan.**

She gave insights on topics like egostate of a person, egogram and pointed out the difference between thinking, feeling & behavior which was really useful for the students to understand themselves and also, empathize with others.

## The finest career guidance program in months; helped students plan their own vision to go beyond the sky

*The program emphasized on how one should always choose passion over anything and smart funding tips for the future entrepreneurs*



An enlightening session of Career Guidance Program on the topic

**Vision to Entrepreneurship**

was organized by our department on 07th September'22.

Resource Person of the program was

**Mr. Yuvraaj Jayakumar**

Actor, Choreographer, Entrepreneur and Event Director; motivated and encouraged our students to become a successful entrepreneur. Indeed, It was truly an inspiring discussion.

## Investiture Ceremony'22 : A day to remember.

*The investiture ceremony commenced followed by the career guidance program; Donning the mantle of accountability, students also pledge to bestow their duties to the best of their abilities.*



*Introducing the ever hardworking student council of our department.*

- Nithyasri M, 3 A:** President
- Sruthi B, 3 B:** Vice President
- Nimeesha Marita, 3 A:** Treasurer
- Reetta J, 3 B:** Joint treasurer
- Brinda S, 3 A:** Cultural secretary
- Akshaya M, 2 B:** Assistant Cultural secretary
- Pavithraa P, 2 B:** Sports secretary
- Yuvadharshini R, 2 B:** Assistant Sports secretary
- Vani S, 3 B:** Editorial head
- Harinee M, 2 A:** Technical coordinator
- Archana K, 2 A:** Technical coordinator
- Dharshini Padma K, 2 B:** Technical coordinator

The most amusing day of the year was definitely our department day, says students

*A day to cherish our staffs, students and our department as a whole was celebrated in the form of cultural fest!*



This event was hosted by Nimeesha Marita (treasurer) and Vani S (Editorial Head).

The main events were group singing, group dancing and a skit based on : College life - Expectations vs Reality.

These events were presented by 2nd and 3rd year students.

Lastly our students had fun and interactive game sessions.

The students enjoyed the program thoroughly and had great entertainment

## The very much needed International seminar, discussed A - Z of banking sector; Educated students

*From traditional banking to online banking to cryptos and banking services, the knowledge gained through the seminar was unparalleled!*



On 26th September 2022, our department has organized an International seminar on **Global Perspective of the present scenario and it's Employability in the Banking sector**. The seminar had been inaugurated by Dr. R. Shanthy, Principal. The Resource Person was **Mr. Suresh Ranganathan**, Global Head-Banking & Financial services, Aspire systems, Singapore. He explained various concept of banking such as Role of banks, changes in fundamentals, Evolution in banking world, BNPL with an illustrative and engaging PowerPoint Presentation.

## Motivational program's got it all. Route to the pinnacle of success made easier!

*The secret to discover your own map is briefed in M A P.*

*Mastery of subject knowledge, Accountability and Passion.!*



**Mr. Vishal**, the founder of Skills Enhancement Academy (SEA) who is a Leadership Coach and Strategic Consultant; addressed for the motivational Program at the Anna Adarsh College for Women on 18th October 2022.

**How to discover Your M A P** was an insightful and thought provoking session where he stated the three most important aspects for any person to follow, to become successful in life. His unique teaching style made the whole concept interesting.



## Accolades won by our department Adharsians in Inter-college & Inter-departmental Competitions

*Its time to acknowledge and appreciate the students who brought laurels to our department*



**Harshinee KS, Gayathire V & Harinee M of 2 A; Secured 1st place in Paper Presentation at the SRM Institute of Technology**



**Abirami, V Gayathri, V Pavitra of 1 A Won 1st place in pookolam competition**



**Abhinaya.S.K of 1 A has won 1st place for Glass painting**

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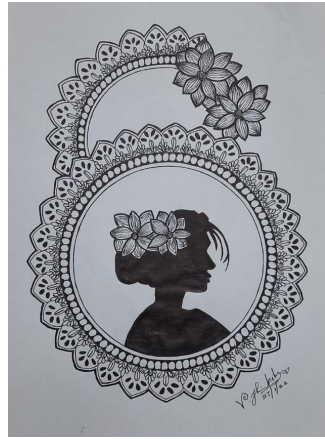


# The Talent Archive

*Academics are important. But Extra curriculars are just as important. Here comes our student's prowess in Art, Article writing and poems.*



Shwetha Shree R, 3 B



Thithiksha V, 3 B



Sharmila K, 3 B



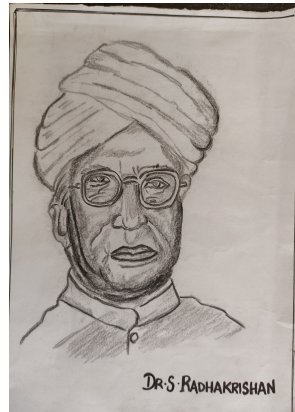
Thriveni R, 3 B



Heera P, 3 B



Adelin S, 3 B



Sruthika M, 3 B



E Vaishnavi, 3 B



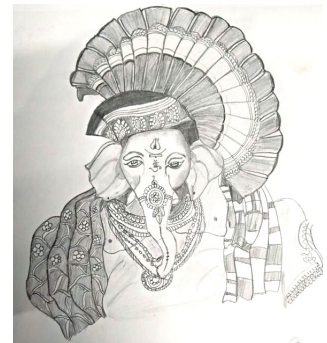
Cinderella Rubavathy S, 2 A



Kirtana V, 2 A



Kirthika S, 2 A



Divya S, 1 A

## Be the revolutionary one!

*Strong women don't have attitudes. They have high standard and firm boundaries. Hence, be the one. Be the revolutionary one*



As humans have evolved over the years, so has mankind processed. Women in the olden days, like the Neolithic age, only did the household works, cooking and cleaning work. In medieval times, women got a little more importance and hence they were allowed to educate themselves but were not allowed to work and earn money. In present times, women are empowered and educated. They can earn money. Women do two full-time Jobs - the one at the workplace and the one at home. In today's world, a far greater percentage of women around the world can now make their own choices about education, career, health care, investments and marriage.

A Quote by Jawaharlal Nehru on women, says that the status of women depicts the social, economic and mental condition of the Nation. The United Nations have mentioned 'gender equality' in sustainable development goals because it is not only a fundamental human right, but a necessary foundation for Peaceful and Prosperous world. In today's world, the most crucial component of women's empowerment is simply to support every other woman you know, Whether she is a friend, mother, colleague or housekeeper. Because unexpected things and great successes happen, when women support one another!

The ideal women lives with a sense of purpose, has a rich personality and is fascinating to learn about. She acts with patience and integrity and pursues her dreams with passion and love.

**JUST KEEP RUNNING REVOLUTIONIST!  
YOUR MIRACLE IS YET TO HAPPEN.**





## The Digital Depression

*You are your own master and everything's in your hands. As cliché as it sounds, It's true. Let's overcome digital depression together.*

She felt trapped! Her social media posts are not getting the expected likes, her urge to finish the new episodes of her favorite series every night kept increasing in an unhealthy amount, even the thought of not having phone with herself made her panic!

Welcome to the era of Digitalization, sometimes AKA Digital depression, where people gets stress and anxiety through the usage of gadgets like smart phones and computers. It's like a double edge sword, which can be utilized carefully; otherwise it will cost you dearly.

Nowadays it's no joke that it almost affects every single person in it's simulation; from toddlers to students, adults and the elderly people too.

People says its nothing new. But it does affects people in their sub-conscious mind and its definitely alarming as this would result in lack of sleep, lack of reality check, unnecessary stress, abnormal mood swings, impractical social comparisons with other people's flex game all these will lead to poor physical and mental health and etcetera.

She was at it again, posting picture of herself with her pet puppy with a caption 'Live, laugh, bark' and waited for the friends to comment. Out of the 10 friends, only 4 hit her up saying 'adorable' and 'cute'. And she's not pleased enough.

Not being able to sleep at night and always worrying about something; she kept on thinking about what was bothering her and realized it was her addiction to social medias & online contents which were the main cause. It was her gadgets controlling her rather than she controlling them.

To overcome digital depression; she started checking online again, found the digital minimalism method which gave her some peace of mind, started to use screen limits in her devices, started going out for herself and not for the sake of uploading stories or status, celebrated real life & people and developed new hobbies instead.

Slowly there is lot of difference she found herself on her overall approach and behavior. Her performance was improving on her main stream. She even got appreciated by her leads because she was able to think a little more creative now and it's reflecting positively on her performance. But no, she didn't avoid using gadgets or quit social media.

Instead, she used it religiously and responsibly to build her knowledge, communications skills & used for specific occasions, which is known as digital minimalism

And slowly, she found out that not being addicted to digital entertainments but cherishing real life happenings is peace.



# Department brews'22

*Batch of 2021 celebrated their Convocation ceremony on 19th August'22 :*

## *Convocation Diaries*

The Convocation ceremony was successfully held on 19th august; along with a farewell party presented by their juniors. Wishing them always the best on their future endeavors.



**Drumrolls!** Presenting the first ever batch of M.Com General Shift II, 2022

*The newest addition to our family, Commerce General Shift 2, would be M.Com General; the very first postgraduate batch of our department. Best wishes to the students.*

PG Department of Commerce Shift II was inaugurated on 30 th sep 2022 and Oriented by Dr Anita Raman, VP & Dean Academics, Dr.B.Sudha, Dean Research & Development and Dr.Hannah Vijaykumar, Dean Computational Studies. Shift II Heads addressed the new PG students and conveyed their wishes.



*List of the Top Companies recruiting for the department of commerce shift 2*

amazon

cognizant

accenture

BAJAJ

*Summer'22 was used productively as our department students undertook Internship offers, built the essential corporate skill sets and are now, Office ready!*



# The Tea Spot!

Funny riddles that you shouldn't come complaining about not being funny

*Bought to you by yours truly to awaken the dead humor in ourselves; to laugh and to forget our stress for some moment*

1) Why the river is rich?

*It has two banks*

2) I never was but always will be. No one ever saw me but everyone knows I exist. I give people 'hope'. who am I?

*Tomorrow*

3) What has 100 heads and 100 tails?

*100 coins.*

4) What has many keys but can't open any doors?

*Piano*

5) What kind of book can make money?

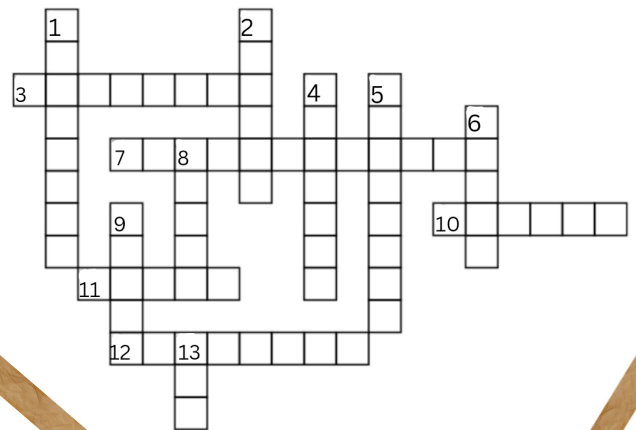
*A checkbook.*

6) What starts with 'P' and ends with 'E' and has thousands of letters?

*Postoffice*

Test your commerce knowledge within five minutes by solving this puzzle! Aarambikalangala?

## Goods and Services



### ACROSS

3. People who buy or use goods and services
7. Someone who starts his or her own business.
10. One of the factors of production.
11. Place where people live.
12. Things that people do for you, but you cannot see or touch it

### DOWN

1. People that use resources to make or deliver goods & services.
2. Place where producers and consumers meet.
4. Goods that you can use over and over for years.
5. Something you can touch or feel.
6. An example of non-durable goods.
8. Goods that are used in the production of other goods.
9. Articles you can see and touch.
13. materials are extracted from the earth.



# Don't tell

- Srinidhi K, 2 B



There are lots of things  
they won't let me do  
I'm not big enough yet, they say.

So i patiently wait  
till I'm all grown up;  
all I'll show them all,  
one day.

I could show them now  
If they gave me the chance,  
there are things i could do if i tried.

But nobody knows,  
no nobody knows, that I'm really a giant,  
inside.



## The Editorial Board of *The Bulletin*

DEPARTMENT NEWSLETTER  
COMMERCE GENERAL SHIFT II

### Staff Coordinator:

Dr.R.Poornamathy,  
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Ms. Manju.A,  
Assistant Professor

### Student Coordinator:

Vani S - 3 B

Harinee M - 2 A

Archana K - 2 A

Dharshini Padma - 2 B

