



Punjab Association 's

ANNA ADARSH COLLEGE FOR WOMEN

The Bulletin

PG DEPARTMENT NEWSLETTER COMMERCE GENERAL SHIFT 11



www.annaadarsh.edu.in

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Message from The Editorial Board

The Editorial Board is thrilled to comeback with the fifth issue of 'THE BULLETIN' newsletter.

The amount of support & encouragement we got for our last release motivated us to give more back to you. From Department events to Insightful contents you need to know, this time, we packed up knowledge in short but fun way, retaining the outlook of our newsletter.

We hope you'd have a nice time going through our newsletter.

The Editorial Team



Samshitha M.S, 2 B,
Technical Coordinator



Harinee M, 3 A,
President



Ms.A.Manju,
Assistant Professor



Ms.A.Nivedha
Assistant Professor



This New Academic year brought in many talented students on-board, The largest batch ever.

A welcome program was arranged by the council members and the seniors with a goal of fostering a sense of belonging and community among the new students.



Every student eagerly awaits right from their time of admission for their most remarkable event, The freshers day. The **18th of August** was certainly a memorable day. It is the day where seniors and juniors finally bond & unite to celebrate being part of the college. Students were welcomed with so much of enthusiasm which was organized by student council and staffs of our department. Fresher's day was structured with many performance. Students enjoyed a lot and get to know about each other on that day of celebration.

The Food donation drive was benefitted and appreciated by many; Exemplified the spirit of giving among students.

An initiative aimed to provide a nutritious & hearty meal to express gratitude for their often overlooked but essential contributions.



In celebration of **World Food Day**, Our department council organized a meaningful initiative to give back to our cleanline service members on **13th October, 2023**. The focus was on recognizing & appreciating the tireless efforts of our everyday helpers who contribute significantly to our lives. The response from our students was overwhelming, with an abundance of freshly home-cooked meals pouring in. Students also celebrated the same by sharing lunch within their classrooms, making it a memorable day.



Revamp of our Inter-departmental Events : ATHENA

The brand new identity for our departmental events; Athena.

The judges invited were some of the most prominent and successful alumnus of our department.



29th September 2023 was a very crucial day for our department, as we launched our signature Inter-Departmental competitions, Athena. To Inspire, Compete and Conquer as its main theme, Athena really did helped students with interests and potentials with a platform to showcase their talents, especially in the fields of business, marketing and project management. The Judges invited were some of the most successful ones in their respected fields and some of the best alumnae of our department. Thanks to our student and staff council, for carrying out this event successfully.

B-Miniature : Model Making. We invited **Ms.M.Nishanthini, Senior Events Executive and Personal Secretary of JN10 Events OPC Pvt. Ltd.** as the Judge. The idea behind is to call out the artists, who can put up any commerce and business model into a mini 3D project, and to explain the same. This would be very useful for students in the product prototype and concept testing stages. The Model Making Contest provided an engaging platform for participants to express their creativity and passion for hands-on work and a sense of camaraderie.

The game-themed contest was one of the definitely one of the most anticipated events of this odd-semester!

*Organizing academic events in a unique way; Athena totally rocked the house.
The decors earned special appreciation among the guests.*



The flagship event, **Screentime : PowerPoint presentation** was conducted right after the introduction and prayer in the conference hall. The judge for this event, is **Ms. Kavitha; Assistant professor, Department of Commerce - Self supporting at Ethiraj college for Women.** The event aimed to foster a spirit of innovation and effective communication among the participants. The quality of presentations exceeded expectations, with participants employing captivating visuals, concise content, and engaging delivery styles.

AdSparks : Ad-making contest was the absolute show stealer. It was held to be a dynamic and creative platform for participants to showcase their advertising prowess. The event was judged by **Ms. Hima Bindu, BCom, Fashion designer, Heroine and an Actress.** Enthusiastic individuals and teams participated in the contest, bringing forth a diverse range of products and services to promote. The entries reflected a deep understanding of target audiences and effective communication strategies.



Embracing Leadership: Highlights from the Investiture Ceremony

The investiture ceremony began, followed by the Athena program, during which the members of the student council received their badges and were honored by the chief guest.



Presenting the diligent members of the Student Council from our department.

Ms. Harinee M	- President
Ms. Priyadharshini K	- Vice President
Ms. Dharshini Padma K	- Secretary
Ms. Archana K	- Treasurer
Ms. Akshaya M	- Cultural Secretary
Ms. Teena Grace J	- Assistant Cultural Secretary
Ms. Pavithraa P	- Sports Secretary
Ms. Yuvadharshini R	- Sports Secretary
Ms. Samshitha M S	- Technical Coordinator
Ms. Deepthi R	- Technical Coordinator
Ms. Abinaya S K	- Event Coordinator
Ms. Ankita Pareek M	- Event Coordinator



Revitalizing Identity

*A Brief Redesign Journey of
Our Department's Logo, which carefully
underscores Knowledge, Innovation and Power!*





Celebrating Teachers!

We, the students marked the Joyous Occasion of Teacher's Day on **September 5th**, with a cake cutting ceremony, gave some Dance performances and gifts as a gratitude from the bottom of our hearts for them being the best teachers ever!



EVS Project cum Exhibition

On **1st October**, the EVS mass project was conducted. The students executed projects of exceptional quality, prompting us to showcase them for the benefit of their peers, thereby enhancing collective understanding of the subject matter.



Commending young entrepreneurs

Embrace challenges, cultivate resilience, and let your passion fuel the journey. In the world of entrepreneurship, every setback is a setup for a greater comeback.



VISHNU PRIYA A.K. 2B
STRING ART



SELVAPRIYA. 1C
HINDI TUTION AND AARI WORK



LOCHANA .D 1B
MAKING GIFT BOX

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

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



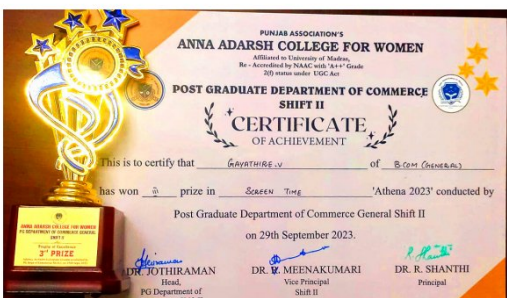
KHATHIJA I & KEERTHY P of 1 A
Secured
1st prize in Manjari's Make-up contest



GAYATHRI V of 3 A
Secured
1st prize in Finance Quiz conducted by A&F Department



SHAKTHI SHREE & SWATHI M of 2 B
Secured
1st prize in Athena's Model Making Contest



ARCHANA G & GAYATHIRE V of 3A
Secured
3rd prize in Athena's PowerPoint Presentation Contest.



Sports Star of the Semester

Special appreciation to our special student - **S. Shalini of 2 B** for her exceptional talent in sports, especially : **சிலம்பம்**, The Tamil Sport.



1. June 4th - District Level silambam competition; **1st prize**

Event - individual(single stick)

2. August 20 - Erode State level silambam Competition 2023; **2nd prize**

Event - individual (single stick)

3. October 8th - 14th Open state Level silambam Championship 2023 held @ YMCA; **1st Prize**

Event - individual (single stick)

4. Nov - 19th 2023

YOUTH GAMES SILAMBAM SOUTH INDIA CHAMPIONSHIP - 2023

Prize - **1st Gold medals in both events**

Events - Individual (single stick) , Fighting.



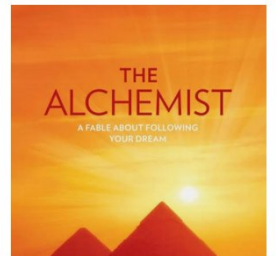
As a gift from the editorial team, we decided to recommend some epics, which may enlighten you!

MOVIE: **The Pursuit of Happyness (2006)**

Where it shows how a single father in a hopeless situation fight all the odds to lift himself and his son out of poverty ends up being rich



BOOK: Paulo Coelho's **The Alchemist** is a book that talks about good and bad omens, travelling, self-realization and other things, which we found very thought provoking and insightful. A must read by all of us as we're nearing our 20's.



Do leave us a remark if you have watched/read any of the above mentioned recommendations.



Be Bold, Be Wild

*Personal development is a major time-saver. The better you become,
the less time it takes you to achieve your goals*



-Dharshini Padma , 3 B

Fortune favors the bold, So, Be bold, be brave enough to be your true self.

As the title informs you this article is all about enhancing your perspective of boldness. According to me taking bold decisions in all the matters doesn't mean you are courageous, but making righteous decisions for the right cause makes you feel courageous! Feeling Nervous, Anxiety, Pressured makes your tasks or decisions incomplete. Well, I have seen many people quite good at their academics & skilled but turns out to be indecisive. This is the case where people will face anxiety issues and unable to take wise decisions.

People are skilled, they practice a lot & put lot of efforts towards it, but feel nervous and make wrong decisions in their life. So try to avoid your fearful attitude towards your goals. Being confident is half the way done for achieving the process. Never look at your results ,Trust the process!

Contributing only your efforts and hard work never results positive,
taking bold decisions in a correct event of occurrence can make you succeed.

In the initial stages of anxiety, it's really hard to overcome because you were used to be scared to take decisions .So try to take actions step by step up, Remember one step at a time! Once you are able to sort out things then it will be easy to handle crucial moments in your life. Never be afraid to take decisions, it may turn out well or not but when you take bold decisions in life you will come to know about your potential in handling difficult situation.

Don't get influenced by others opinion, Your individuality always shines in the darkness, you have to give priority to yourself & figure out what is your cup of tea. Yes, it will definitely take time but concentrate on your priorities which yields your dream. Especially, the youngsters will have that wild attitude towards taking fast & furious actions, but the cause for which they decide matters a lot. For instance , my inspiration is M.S.Dhoni, well when he was in his captaincy he took enormous decisions in all small events but all didn't turned out well ,even he failed in some, but he was very decisive in all major events. As he was experienced with all those failing decisions, when the event was massive he was all prepared to take calm & bold decisions .and that's why he was well known for his cool attitude. These decisions created huge impact in the history of INDIAN cricket. It's a universal truth that, "NO ONE IS PERFECT". Make errors in minor decisive places, create your footprints hold in your pathway of success.

Take bold decisions with all your courage , one day you will attain your destiny !

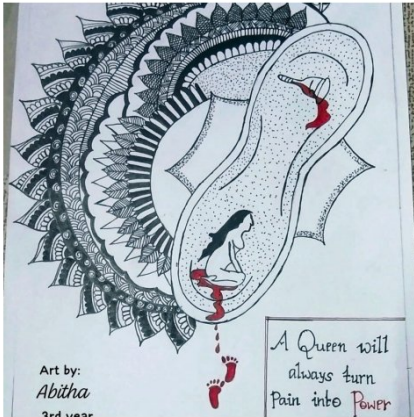
The Phoenix builds a nest and set itself on fire. Then, a new Phoenix would rise from the ashes.

BE A PHOENIX !

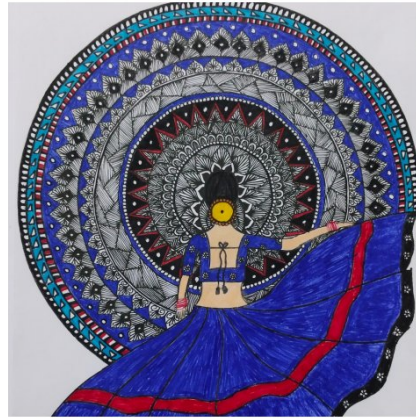


The Talent Archive

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



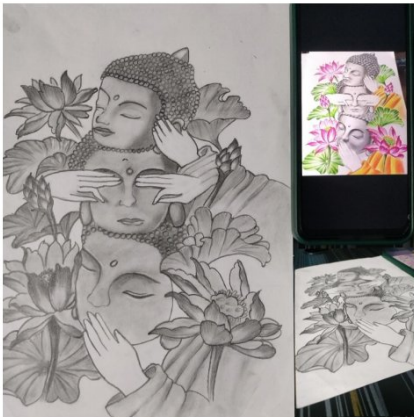
Abitha, 3A



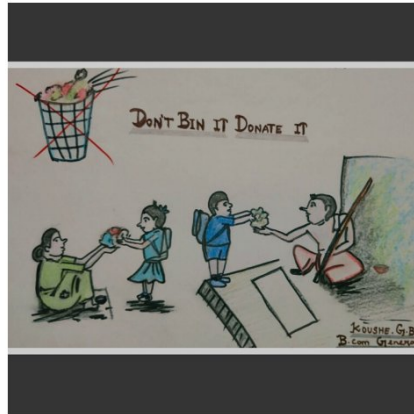
Monika S, 3A



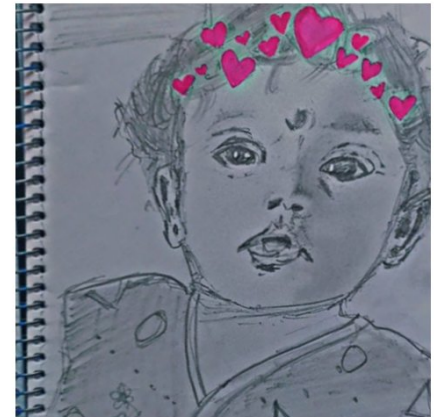
Sri lekha B, 2B



Sandhiya A, 2B



koushe G.B, 3A



Kaavyaa Shri. S, 3A



Kalaivani. B, 1A



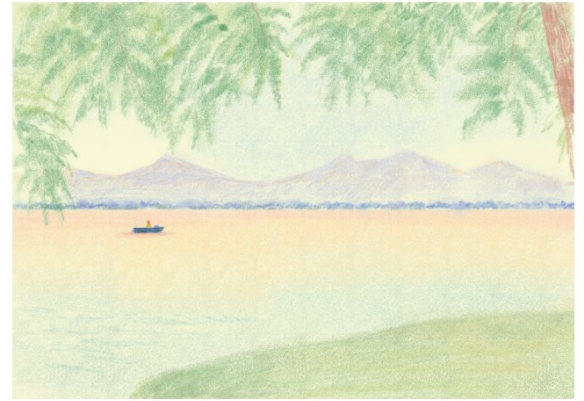
Geethanjali. R, 1A





Verses Unveiled: A Symphony of Words in our Poetic Realm

Theme : Life, change, reflection and hope



She wondered why life was so
cruel towards her,
She questioned why its was
always unfair,
She felt something clipped her wings,
She could no longer fly high,
She didn't knew the reason,
She blamed everything in her life,
But her thoughts are the ones which
weighed her down.
It was her mindset that didn't
let her fly; She needs a change
And she realized she is the change.

Gayathire V, 3A

Let me but live my life from year to year;
With forward face and unreluctant soul,
Not hurrying to , not turning from the goal,
Not mourning for things that disappear.
In the dim past, not holding back in fear.
And happy heart, that pays it's tell.
To Youth and age, and travels on with cheer.

So let the way wind up the hill or down,
o'er rough or smooth , the journey will be joy;
Still seeking what I sought when but a boy,
New friendship, high adventure and a crown,
My heart will keep the courage of the quest,
And hope the road's last turn will be the best.

Srinidhi K, 3B





Knowledge Corner

We collected the iconic happenings in the business world of this year, which we think would benefit students in current affairs 23-24



Global: The Rise of Labor Unions & Worker Activism

Story: 2023 saw a resurgence of labor union activity across various sectors, including tech, retail, and logistics. Workers, emboldened by rising inflation, AI Automations and concerns about job security, organized strikes, filed lawsuits, and demanded better working conditions and pay.

Significance: This trend signaled a shift in power dynamics between employers and employees. It also highlighted the growing dissatisfaction with income inequality and the challenges of automation and globalization for workers.

The TN Focus : Tamilnadu 2023

- Tamil Nadu became the leading electronics exporter in India, reaching \$4.8 billion by October 2023.
- Tamil Nadu witnessed a significant rise in FDI, attracting major investments in sectors like electronics, textiles, and automobiles.
- Chennai hosted the prestigious G20 Global Partnership for Financial Inclusion meeting in August 2023, boosting the city's international profile.
- Despite the success stories, challenges remain, including high dependence on specific industries, skill gaps in the workforce, and the need for continued infrastructure development.



Best of 2023: NEWS edition

- Russia-Ukraine war disrupts global supply chains and fuels inflation, pushing economies towards recession.
- In the face of escalating global warming, our planet grapples with unprecedented climate changes, from rising temperatures to extreme weather events. Urgent collective action is imperative to mitigate the impacts and safeguard the Earth for future generations.
- Metaverse technologies gain traction, sparking debate about virtual worlds and their implications.



The Tea Spot!

Continuing our tradition of
posting funny riddles. We
advise you better laugh;
Part 3 of humorous misery.

*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 did the financial analyst bring a
ladder to the stock market? Because
they heard it was a bull market!

2) Why don't accountants read novels?
Because the only numbers in them are
page numbers!

3) Why did the finance student bring a
pencil to the party?
They heard it was a good way to draw
interest!

4) What did the economist say to the
annoying person?
"Your demand for attention exceeds my
supply of patience!"

5) What's a financier's favorite game?
Monopoly, because it's the only time
they can be a real big spender!

1) Money 2) Price 3) Amazon 4) Barter 5) Commerce

We present you few
Jumbled words, which we
believe delights your inner
child! (Easy edition)

NMEYO

CIRPE

OAZMNA

RERTAB

MCEMORCE

Do you ever feel life is
complex? If yes, think of
this poem. Life is as simple
as a cricket match!

A team has 11 players,
Trained by trainers,
During the match if there is a rain,
The teams get pain,
If the umpire says out,
The player gets out,
There are six deliveries in an over,
And the poem gets over.

- Kalphithaa Ramasubramanian, 3A



Snapshot Chronicles

We'll come back with the next issue soon. Until then, enjoy these sweet pictures of this semester, Adios amigos!

