

COMMERCE ASSOCIATION

Annual Report - Academic Year 2016-2017

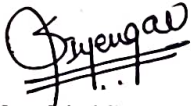
I. Activities :

1. **AMCAT Employability Test:** AMCAT Aspiring minds Employability test was conducted on 29th November 2016. It mainly focused on testing the soft skills ability of the students, gauging their personality and helping them identify the areas of improvement for better employability. Scores were given to the students in order to understand their present position and a report was presented to them regarding the way forward.
2. Maggie organized a competition for the students on 1st December 2016. Students were very excited and thrilled to take part in the competition. The event saw student's participation in large numbers. Free samples were distributed.
3. Cavin's distributed tetra packs of milkshake to the entire college on 9th December 2016.
4. An **Industrial visit** was organized for the students to Sikkim-Gangtok and Darjeeling between 21st December 2016 to 30th December 2016.
5. A Career Awareness program was conducted on 12th January 2017.
6. An advertising Quiz was conducted on 17th of January 2017. The quiz saw a fantastic response from students. An elimination round was done to shortlist students after which four teams took the final rounds. Fun- n- learn rounds like identifying the logo, identifying the slogan, identifying the brand ambassador were the first three rounds followed by a creative round where the teams were supposed to come up with an ad to showcase the social theme - 'Save girl child'.
7. An employability test was conducted for the T.Y.Bcom students by Edusharp on 19th January 2017 and 24th January 2017. The test was an eye opener for the students to analyze and evaluate their employability based on Industry expectations.
8. A visit to Fazlani Institute of management was organized on 30th January 2017 for the students of T.Y.B.Com. for exposing them to the career opportunities in management sector after their graduation.
9. A drive for making Pan Card and Passport was organized on 20th January 2017 as a part of community service. About 300 students were benefitted by the same. Vice Principal, Mrs. Sailaja Ravindranath played a pivotal role in arranging the same.

10. **Industrial Visit:** The association organized a visit to Times of India on 14th of February 2017. The visit was only for the SYB.Com students. Two teachers accompanied 25 students for the same. The visit primarily focused on the subject of advertising. A presentation of the 'Innovations at the Times group' including various aspects right from the quality of papers used right to the explanation of the advertising jargons like TRP, Readership, Circulation etc were very effectively explained by the General Manager (Response)- Ms. Indira Mehta.

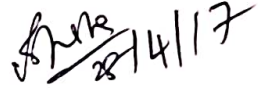
An interactive Question & Answer session took place immediately after the presentation. Students were excited and curious to know a lot about the leading newspaper. It was a practical exposure to all the topics that were covered in the classroom and hence a lot of value-addition. Students got to see how the advertisements are placed in the newspaper, Challenges involved in print media- specifically newspaper, Creativity at the Times group to just name a few topics heightened through the visit.

The association also conducted a psychometric test for the T.Y.B.Com. students for judging their aptitude. The test helped in giving a direction to their career selection.



Prof. Subhashini Iyengar
Convener

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