

Commerce Week

1. Name of the college: SRI DURGA MALLESWARA SIDDHARTHA MAHILA KALASALA
2. Department : Commerce & Management
3. Title of the program: Commerce week
4. Date of the program: 21-8-2024 to 27-08-2024

Brief report of the programme:

The department of commerce and Management conducted commerce week from 21-8-2024 to 27-8-2024. The main aim of this event is promoting awareness about commerce related fields, educating students about various aspects of business, and encouraging entrepreneurial spirit. The event not only provided a platform for knowledge sharing and skills development but also inspired participants to explore new horizons in the field of commerce.

The events conducted in this week are:

Day 1: Debate & Group Discussions

Day 2: Advertising Competition

Day 3: Ramp walk

Day 4: Jokes coff & Slogan writing

Day 5: Product launch & Business Quiz

Students are participated in different events.

Dr.V.Sandhya Lakshmi HOD of Commerce & Management encouraged the students and she also said, this event has truly been a celebration of innovation, learning and to improve communications skills in the students.

Debate: (Topic- Usage of Cell Phones in college hours, Impact of video games on children)

It was one of the highlights of the commerce week, engaging participants in the lively discussion on a highly relevant and contemporary issue.

Winners:

1. A. Dimplesree –IIIBBA -1st
2. Keerthana-IIIBBA -1st
3. Uma – I BCOM GENERAL -2nd
4. Divya – I BCOM GENERAL -2nd

Group discussion: (Topic- Impact of social media on youth)

It was a key event during the commerce week designed to encourage students to engage in thoughtful conversation about sustainability in business.

Winners:

1. **M. Uma** -I BCOM GENERAL
2. **V. Tanu**-I BCOM GENERAL
3. **SK. Safia**-I BCOM GENERAL
4. **N. Hymavathi** -I BCOM GENERAL
5. **A. Kranthi**-I BCOM GENERAL
6. **P. Sivakeerthi** –IIBBA-BPM
7. **B. Deekshitha**–IIBBA-BPM
8. **K. Hemalatha**–IIBBA-BPM
9. **Rasool. B** – II BBA - BA

Advertising Competition: The primary objective of the competition was to encourage participants to think critically about advertising strategies and apply creative approaches to solve marketing challenges. The event was designed to foster innovation, team work and communication skills, essential for success in the business and corporate world.

Winners:

Team 1 (BPM)	Team 2 (BPM&BCA)	Team 3 BCOM. COMP.
Manasa	Meghana	Vijaya
Jyothi	Sharmila	Durga
Fathima	Lilly	Ratna kumara
Deepika	Bhavani	Kalyni

Ramp walk: (Theme – Traditional Attire)

It was a glamorous and entertaining segment of commerce week aimed at showcasing the fusion of fashion.

Winners:

1. Meghana –IBPM
2. Sowmya – BCOM. COMP

Joke scoff: It was a fun and engaging event during commerce week that brought humor and it aimed to showcase the comedic talents of students.

Winners:

1. Yasmin –BCA
2. Ester rani – BCOM. Banking
3. Stella – B.com COMP

Slogan Writing: (Topic- “Say no to Junk Foods”)

It was an exciting and creative event held during commerce week aimed at encouraging students to express their thoughts on business and commerce through impactful slogans.

Winners:

1. **K. Durga – B.com COMP**
2. **K. Naga Sri – BCA**
3. **M. Manasa – BBA-BPM**

Product Launch: Product name --- CHARVIKESH (Hair powder)

The objective of this event is to provide students with an opportunity to showcase their creativity, and marketing skills by developing and presenting innovative product ideas.

Business quiz: It is organized in a multi-round format, includes:

- ❖ Logo identification
- ❖ Company CEO names
- ❖ Brand Ambassadors

Winners:

Team 1 (BPM & BCA)	Team 2 (BCOM A & D)	Team 3 BCOM. COMP. & BBA
Md. Yasmeen	C. Charishma	P. Anushka
M. Suchithra	B. Lavanya	B. Durga Bhavani
Y. Kranthi	V. Bala anusha	G. Jenny
P. Anitha	A. Ayisha	Sk. Sabiha
N. Pujitha	D. Kalyani	V. Bhashitha





