

Jesus and Mary College

University of Delhi
Chanakyapuri, New Delhi - 110021
Accredited by NAAC with "A" Grade



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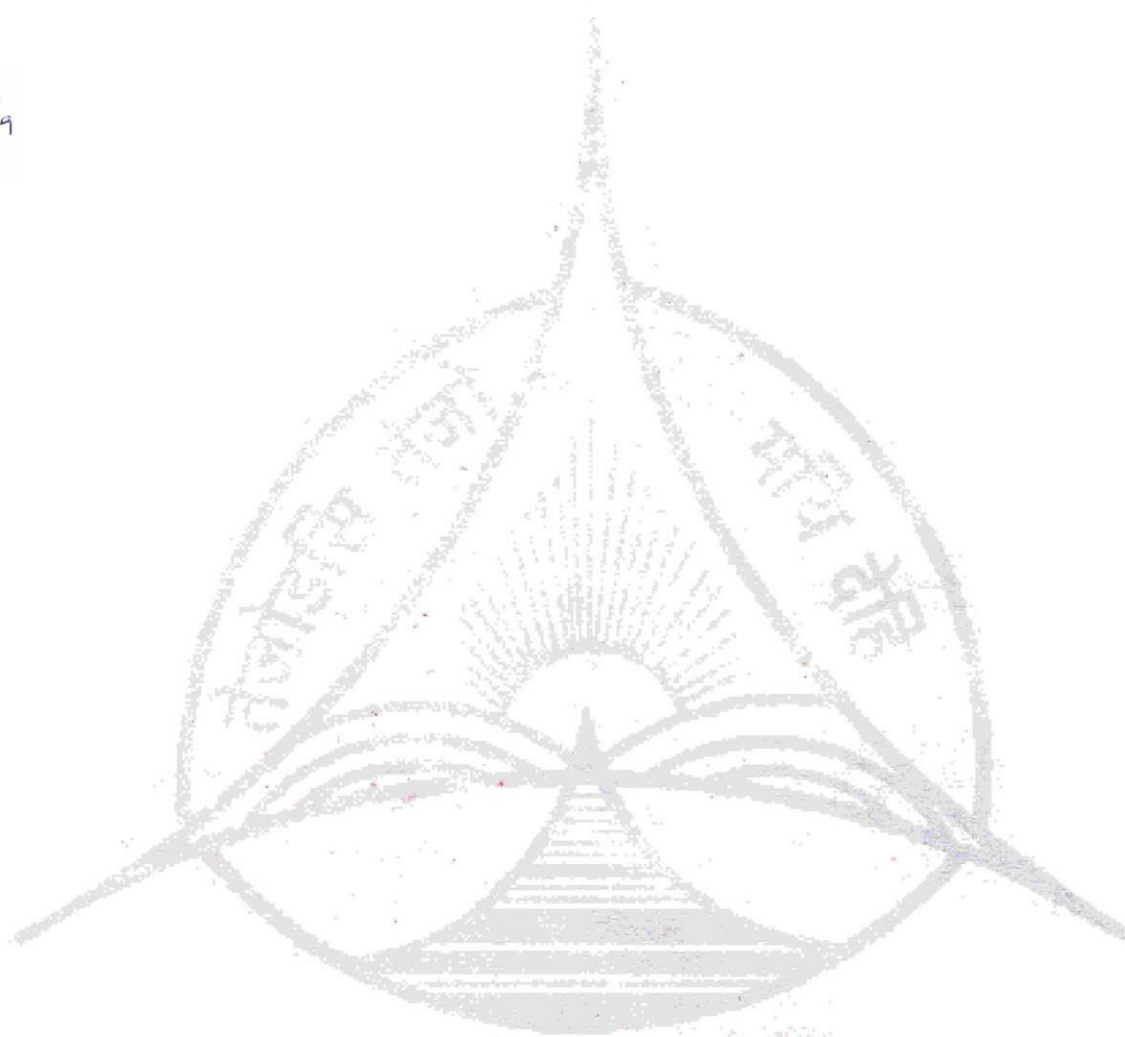
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ACTION TAKEN REPORT DEPARTMENT OF COMMERCE

In a meeting, the Department has comprehensively analyzed and discussed the data received from the IQAC regarding the feedback from various stakeholders. The 'self-assessment proforma' has been used to reflect on the various processes of the Department. We are cognizant of our strengths and shall work to address the challenges that lie ahead.

Dr. Sunita Kaistha
(Teacher-in-charge)





Action Taken Report (Reference Internal Audit Report 2015-16)

Department of Commerce

1. It is suggested that proper records be maintained of students' progression as it is one of the highlights of the department.

As observed in the Internal audit report, Commerce students get good placements in corporate sector. In view of the above suggestion, work has been going on since 2016 to track the Alumnae of the Department. We have been able to trace most of the recent batches and are trying to locate and get connected with older batches through social media such as Facebook, WhatsApp and LinkedIn. Our students are going in for higher education in various areas particularly MBA, CA, CPA, M.Com. and even Journalism in highly ranked universities and institutions in India and abroad. Some of them have even started their own enterprises while others are doing well in various fields such as investment banking, conventional banking, accounting and finance, teaching, start-ups of various kinds, fashion industry, media, films, sports, government departments etc. Some of them have even achieved celebrity status but all of them have great respect for their teachers and are always willing to help the college and guide the current batch of students if asked.

2. Calculation of H-index of teachers' publications is advised based on the PTPY and PDPY formats.

H-index of the faculty of the department has been calculated based on Google Scholar. Each faculty member has been asked to manage their Google Scholar profile.

What is PTPY and PDPY format of H-Index?

3. Considering the size of the commerce department, it can have its separate commerce alumnae meets. Alumni data should be maintained.

We are planning to organise Alumni Meet for the Commerce Department. As mentioned in point 1 above, efforts are being made to track the department alumnae from earlier batches. For the current batches graduating now, records are being maintained along with their contact details (email addresses).

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4. Proper documentation of curriculum enrichment is advised.

As the syllabus for the UG courses taught by us is decided at the level of the University of Delhi, we do our best to enrich the curriculum through organisation of experiential learning, fieldtrips, internships etc. as well as Talks by eminent persons, Seminars and Conferences every year. A record for these is maintained and submitted every year in the form of the Department Report¹. The teachers of the department have been regularly attending meetings in the University for curriculum design and delivery (guidelines for each paper taught) and keeping a record of these.

¹ See Department Report 2018-19 and 2019-20 attached.



Action Taken Report (Reference Internal Audit Report 2016-17)

Department of Commerce

1. The department can reach out to alumnae to foster a spirit of "giving back" to the alma mater.

As mentioned in the ATR with reference to 2015-16 Internal Audit Report, our Alumnae is well placed in fields ranging from banks and corporates to media and government and despite their achievements and status are always willing to help the college and present batches of students. Illustrious Alumnae were called to address and interact with current students. The students were very motivated to achieve their career goals after seeing their seniors reach such great heights. The alumnae became role models for the current students. Records of visits of Illustrious Alumnae is in the Department Reports of various years. The Alumnae are also supporting fund raising activities such as getting sponsorships etc. for college annual festival 'Montage' and organising stalls on that occasion.

2. Student progression data to be strengthened.

A few of the younger (Ad-hoc) teachers are alumnae of our department. One of them Ms. Monica Chhabra has been writing emails to the current batches and collecting the information from batches graduating since 2015-16 through Google Form. The data came in handy at the time of the filling up of the NIRF self-assessment form which has good weightage for Student Progression Data. The Excel sheets containing the details for the different years are attached.

3. Understanding that research skills are vital for the progression of student career, the Department can provide incentives to students who invest time in writing and presenting research papers on various platforms.

Students were involved and mentored for conducting research and were paid monthly stipend of Rs. 1000 each under the University of Delhi Innovation Projects scheme (one project completed in 2013 and another one in 2015).

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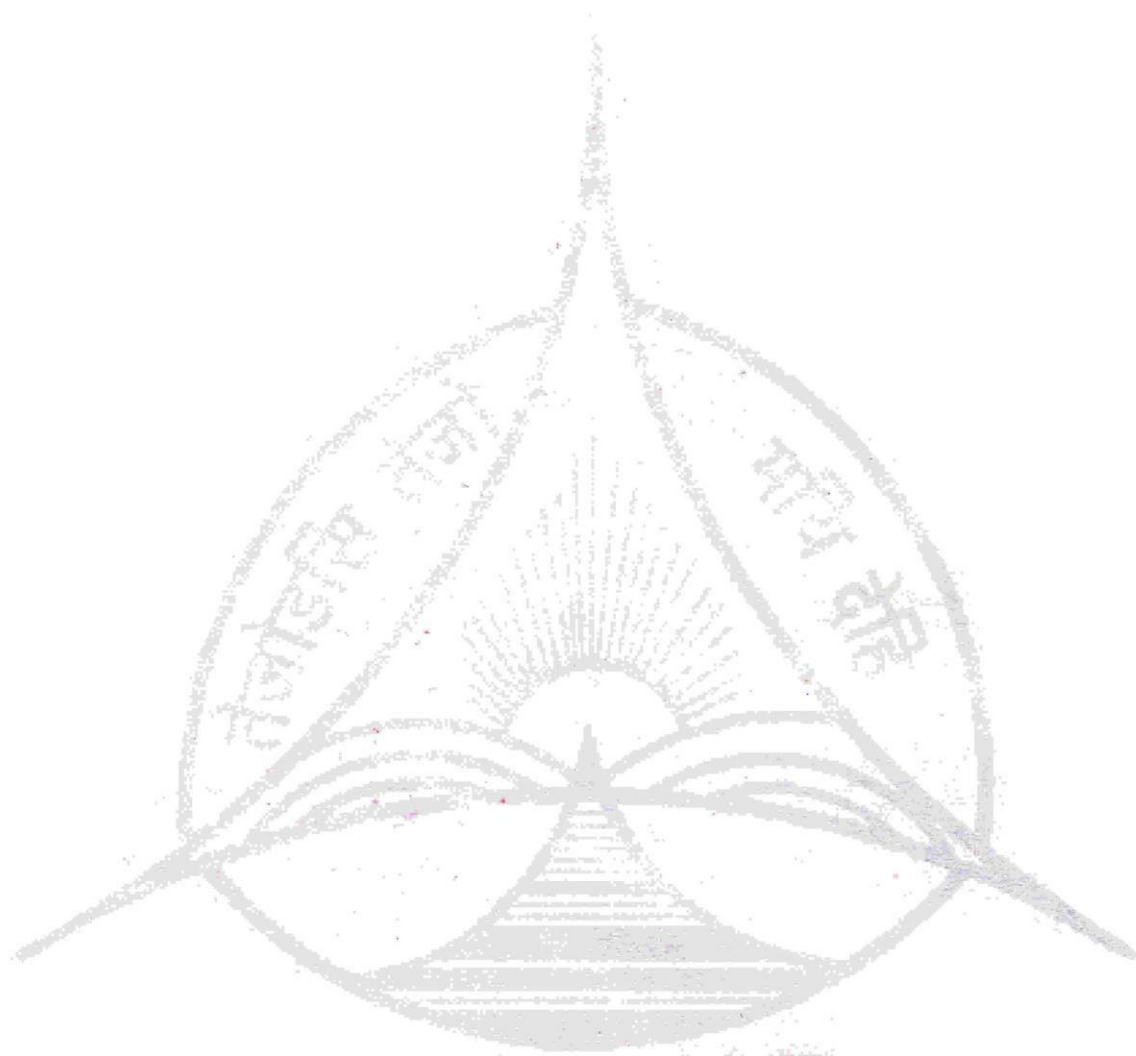
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Our students have been trained and mentored by the department faculty for doing research and presenting papers at college and inter-college level. We have been incentivising it by giving them certificates and good recommendations when they are applying for PG courses and jobs/ fellowships. It also adds to their CV so they are motivated.





Action Taken Report (Reference Internal Audit Report 2017-18)

Department of Commerce

1. Plan for a Teaching-Learning Centre has been mentioned in 2017-18 report. Should be pursued.

In order to enhance the Teaching Learning experience for the students of the department, following new initiatives have taken place:

(1) The Department of Commerce launched a new society, **Finance and Investment Cell (FIC)**¹ on Friday, September 22, 2017 which provided students a platform to discuss and debate issues relating to Financial and Investment decisions. The society organised various talks, informative games and competitive events through the year. (See Reports of FIC)

(2) Another society Management Interaction Cell (MIC), was launched by Commerce Department the inaugural ceremony of which was held on 5th January, 2018. The Management society was formed with the purpose of incorporating corporate culture and professionalism in the students. The aim was to bridge the intellectual gap between campus academia and the corporate world. Efforts are made to collaborate with start-ups and professionals to impart practical knowhow through seminars and talks. (See Reports of MIC)

(3) Dr. Renu Gupta, Associate Professor in this department made significant efforts in designing the curriculum of and getting sanction from the relevant authorities in the University and concerned Ministries to start the Bachelor in Vocational Studies (B.Voc.) in Retail Management course started in the college. The following Faculty of the Commerce Department has been associated (in different semesters) with the teaching of the B. Voc. Course since its inception:

- Dr. Mani Arul Nandhi
- Ms. Lissy Jose (Coordinating Remedial English classes every year)
- Ms. Nishwan Bhatia
- Ms. Saloni Arora
- Ms. Priyanka Marwah

¹ The society was later opened to students of Economics and other departments.

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- Ms. Kashnie Singh
- Ms. Gurpreet Kaur Malhotra

The future plans of the department includes working towards getting a Teaching Learning Centre sanctioned from the Ministry of Human Resource Development.

2. A major/minor project sponsored by UGC should be undertaken to enrich the teaching-learning process.

Dr. Reena Marwah has been granted the Senior Research Fellowship with Full-Pay protection for two years starting June 2017 by Indian Council for Social Science Research (ICSSR). Her monograph *Order in the South China Sea: A perspective from the Philippines* was published by UGC Centre for Maritime Studies, Pondicherry University in February 2017.

Faculty members are encouraged to submit proposals for funding to UGC and ICSSR etc. and in the past following faculty members have received such grants:

Dr. Vibha Mathur was awarded two UGC Minor Project grants for her research (First during 2003-2005 and another one completed in 2009).

The department was awarded funding for two projects under the University of Delhi Innovation Projects Scheme that involved Faculty and students (2012-13 and 2014-2015). The First Innovation Project supervised by Dr. Ameeta Motwani and Dr. Renu Gupta from the Commerce Department and Ms. Tanuja Sachdev from the Political Science Department was successfully completed in 2013. Another Innovation Project was successfully completed in March, 2015 with Dr. Vibha Mathur as the Principal Investigator and Ms. Lissy Jose and Dr. Gargi Mahay as the teacher coordinators. Dr. Rekha Dayal mentored the Innovation Project of Aditi Mahavidyalaya in 2015-16.

Two faculty members – Dr. Rekha Dayal and Dr. Ameeta Motwani received UGC Travel Grant to present a paper at an International Conference outside India (Japan and Italy) in 2015 and 2014 respectively.

Dr. Reena Marwah was awarded two Navajbai Ratan Tata Trust fellowships for University of Pennsylvania Institute for the Advanced Study of India (UPIASI) Asia project: i) *India's relations with Thailand in the context of China's relations with ASEAN countries* and



ii) *India's relations with the Philippines in the context of China's relations with ASEAN countries; 2013-15.*

Dr. Ameeta Motwani was awarded the Nehru-Fulbright Fellowship for Academic and Professional Excellence to teach and research at a US University (San Jose State University) for a semester (August – December) in 2014.

3. It is suggested that the Commerce Alumnae body should be tapped for training and getting internships for current students.

The Alumnae of the department has been supportive and helping out with recruitment of current students as well as guiding them about subject knowledge such as Finance and Investment on the basis of their practical experience.

We are happy to inform that the First Departmental Alumni Meet was held during 2018-19 aimed at building stronger alumni relations.

The societies mentioned in response to point 1 above i.e. FIC and MIC have been working towards organising training and internships for the students using the support of the Alumnae of the Department wherever possible.

Commerce Department Alumni Meet 2018





Action Taken Report (Reference Internal Audit Report 2018-19)

Department of Commerce

1. A Research cell could be set up or an online magazine can be started so that creativity and original ideas are encouraged.

The Department students have started an Online Newsletter 'Mercurian Times' in August 2019 under the guidance of senior faculty of the Department Dr. Rekha Dayal. The Mercurian Times is the official E-newsletter of the Department of Commerce. Its primary focus is on polishing skills of its members in various fields. In order to cater to a diverse reading base, the "Daily Dose with The Mercurian Times" Campaign was initiated in September. The Mercurian Times launched its very own website in September 2019, making it the first society in JMC to have accomplished such a feat. The society now posts all its new articles directly on the website www.themercuriantimes.com which had 1310+ subscribers in just 3 weeks, with the current base being 2000+ and multiple page visits on a daily basis. The society now caters on Facebook, Instagram, Snapchat, Linked-In and Blogger as well.

In January 2020, the society (Mercurian Times) launched its first edition of an e-magazine, called The Paracosm, which had a few heartfelt message, a games section, a social initiative by the society, along with a variety of articles, poems and creative pieces. Following the e-magazine launch, a Prompts Challenge was issued in February 2020 among the members of the Content Department, who wrote articles, poems or prose on a variety of prompts.

The Finance and Investment Cell has been creating content and circulating in the form of a bi-weekly newsletter Finance and Investment Compendium covering various issues in the domains of finance, economics and commerce. The newsletter aims to present a simple and precise analysis of events and issues relating to the Indian Economy and its relation to the global economy.

2. In the long run, an Incubation Centre could be set up for identifying and developing entrepreneurial abilities amongst the students. Students can also be involved in various institutional social responsibility initiatives which often require them to provide entrepreneurial solutions to problems.

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The department encourages students to be enterprising and not only absorb current knowledge but try to create new knowledge, products and ideas. Many of our ex-students have successfully launched their own start-ups.

- Ms. Prerana Kohli, Founder, Best Life
- Ms. Gursakhi Lugani, Founder, NakhreWaali
- Ms. Enid Lall, Founder, ENL Enterprises
- Ms. Amien Narang, Startup, Bellissimo77
- Ms. Isha Singhal, Co-owner at the Ambika Group, Guwahati
- Ms. Sonakshi Mitta, Founder of a startup, The Chai Chronicles
- Ms. Shubhangi Kapoor, Startup venture – UNGOOR

The activities undertaken by many different student societies where commerce faculty and students are active, have created an ecosystem for innovations and other initiatives for creation and transfer of knowledge. Most important among these are;

Entrepreneurship-Cell encourages students to become entrepreneurs. Towards this end, the E-cell organizes various talks from budding and established entrepreneurs (including our alumni) who inform the students about the practical nitty-gritties of starting an enterprise and the problems and challenges they faced in their journey. The cell supports innovative ideas and helps the students getting access to funds for putting these ideas into practice. (See reports of E-Cell)

Mercatus is the Marketing Society of JMC. It develops marketing skills among students. Besides the Annual Marketing Convention organized every year where hundreds of students from JMC and other colleges participate in various competitive and learning activities, it organizes talks and Sales events through the year. (See Annual reports of Mercatus.)

Finance and Investment Cell (FIC) organizes many informative talks and interactive sessions from industry and academia including from Stock Exchanges and visits to SEBI etc. The society also organized various online and offline (inter-college) competitions to

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encourage and develop skills for financial and investment activities including trading in securities on virtual and real platforms. (For details Link to FIC report)

Enactus earlier called SIFE – Students in Free Enterprise is an international society which organizes students' competition in countries around the world. The activities of the teams are judged based on their impact in encouraging entrepreneurial activities among individuals with low income in the communities and the increase in their income. JMC students have many projects such as project 'Dhara' 'Youth Employability Project' 'unnati' 'Sahan' 'Chalk' etc. undertaken in partnership with various Government and Non-Government organisations. Many of these projects have received National as well as International accolades and laurels. (See Annual Reports of Enactus for details).

We are pleased to announce that an MoU was signed with American Business School to start a Summer Course in Luxury Brand Management. It is designed to be a 6 weeks course and is planned to be taught in Delhi (3 weeks) and Paris, France (3 weeks). This course would introduce students to unique elements of the "Luxury French Touch" and illustrate how it is implemented across different disciplines. The faculty involved in developing the course include:

Dr. Sunita Kaistha

Dr. Rekha Dayal

Dr. Vibha Mathur

Ms. Monica Soin Chhabra

Ms. Charu Sareen

Ms. Saloni

Twenty students enrolled for it in 2019-2020. The first course was scheduled to start in 2020 but had to be postponed due to COVID 19 Pandemic and travel restrictions.

3. Through close faculty-students interaction and practice of its ideals, the Department can incorporate a value driven learning sensitised towards gender, social and environmental issues in its students. The mentor-ward system can be used for this.

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There is close faculty-students interaction through which the Department has been inculcating values among students. Many faculty members have been involved in societies such as Women's Development Cell, Green Society, Peace Society, Enactus, NSS, NCC,

AICUF etc. through which gender and environment sensitisation, conflict resolution, compassion and social service values are taught through practice and projects. All students of the department are involved in at least one of these societies every year.

Number of students of the Department who have participated in Community Development programmes:

Year	Peace		Enactus, JMC		Green		JMCEP		NSO		WSC		NCC		AICUF		NSS		North East Society	
	BC H	BC P	BC H	BC P	B C H	BC P	BC H	BC P	BC H	BC P	BC H	BC P	BC H	BC P	BC H	BC P	BC H	BC P	BCH	BC P
I Year	42	12	13	3	12	4	28	6	3	1	12	5	4	4	7	1	3	0	0	0
II Year	48	32	10	1	17	7	10	15	16	3	10	0	3	2	11	4	0	0	0	0
III Year	36	13	0	0	48	6	13	5	2	5	7	1	2	2	6	5	0	0	0	1

In 2019, the Annual Academic Festival of the Department **COM ACUMEN** was organised with a Social Theme - Sensitising students to the issue of Mental Health Issues and Stigma related to it. The Department organised Assemblies on these themes e.g

- Assembly on Environment conservation (03.09.2019)
- Teacher's Day Celebration (05.09.2019)
- Assembly on the topic Mental health (24-09-2019)
- Assembly on Global Warming (15.10.2019)
- Assembly on Green Diwali (22.10.2019)
- Assembly on Impact of Pollution on AQI Levels of India (05.11.2019)

Department of Commerce has always been proponent of Green Initiatives. Going green is a great way to reduce our environmental footprint and help the planet. With the motto of



reduce, re-use & re-cycle, frequent paper collection drives are held to inculcate the habit of proper waste management and recycling amongst our students

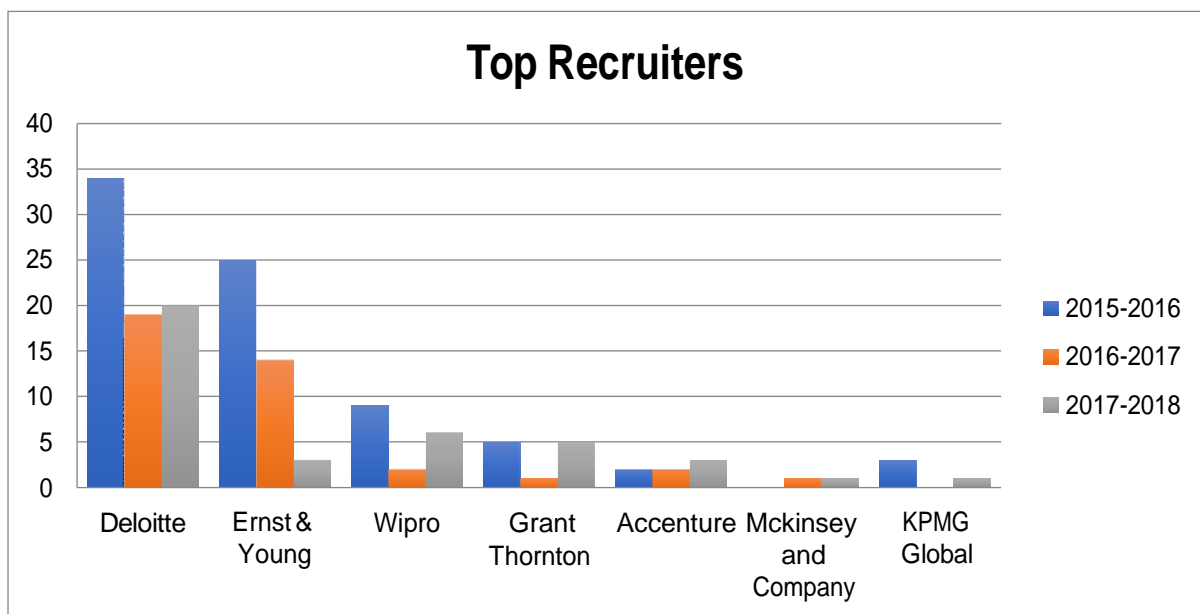
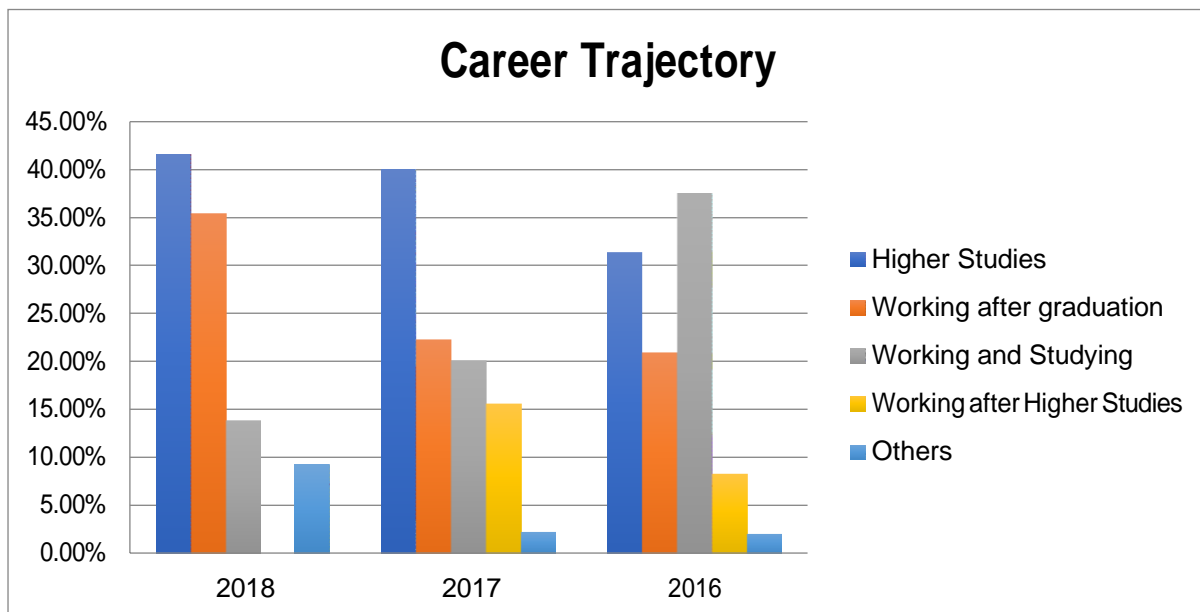
4. Maintain proper record of student progression on an yearly basis which should include the details of students going for higher education, undertaking competitive exams like CAT/GRE/SLET/NET/GMAT, etc along with their certificates and their employment details with name of employer and pay package.

We are happy to report that through constant efforts since 2016, we have been able to create a database of all the students who graduated during 2015-2018. We collected information about alumnae going for PG courses about the institute and course and those who have chosen to work about their employment details including salary etc. through circulation of Google Forms to the last three years' graduates. These details were submitted to the IQAC and were included in the NIRF Surveys 2018 and 2019¹. A few highlights:

- **First Career Fair** organized by Management Interaction Cell, Commerce Department on March 29, 2019.
- More than two-fold increase in number of students getting campus placement.
- Inauguration of **Neev** a Commerce Department initiative to help students' placements through information dissemination and training for interviews. Neev organised 3 Internship fairs and associated with 50 companies for internships and placements. As a result 202 students interned in 31 companies during 2019-2020. (See Report)

Total no. of respondents	Year	Higher Studies	Working after graduation	Working and Studying	Working after Higher Studies	Others
65	2018	41.54%	35.38%	13.85%	0%	9.23%
45	2017	40%	22.22%	20%	15.56%	2.22%
48	2016	31.25%	20.84%	37.50%	8.33%	2.08%

¹ Alumni Data in Excel Sheet format attached here.



5. The Department should seek opportunities to apply for sponsored Seminars from various agencies including UGC.

We are happy to report that there was manifold increase in number of Seminars, Workshops, Conferences, Talks, etc. held by the department for better learning of students during 2018-19 and 2019-2020 including:

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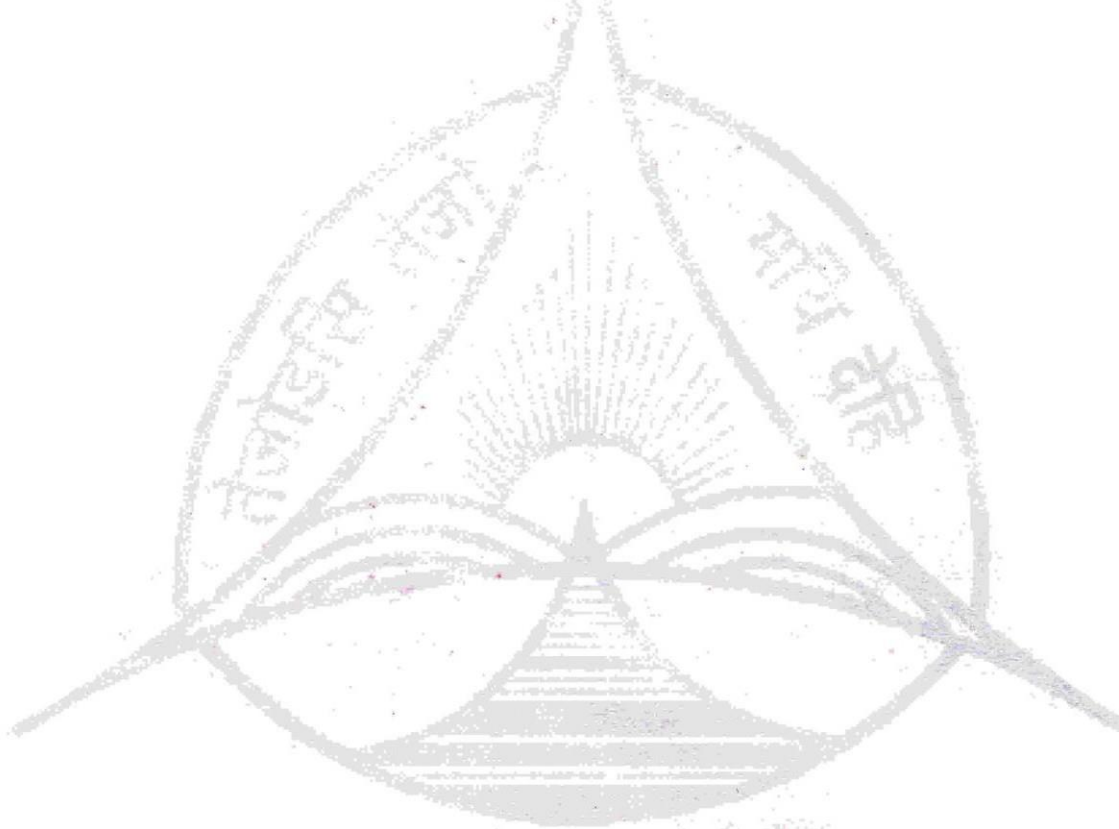
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- Phenomenal launch of first ever, International Conference by the Commerce Department spread over two days on the subject 'Social Media Marketing' supported by UGC and other sponsors in March 2019 (See report <https://www.jmc.ac.in/uploads/research/Commerce%20ICSMM%20-19%20Report.pdf>).
- JMC had signed an MoU with North China University of Technology in March 2019. As part of this, a delegation consisting of 5 senior Professor visited the campus in August 2019 and interacted with the faculty of the Department of Commerce (details in Department report). The two sides have agreed to hold joint conferences with the first one planned to be hosted by NCUT in Beijing in March 2020 and the second by JMC in Delhi in 2021. The host is expected to provide for stay and local hospitality while the visiting delegates are expected to pay for their international travel and visa themselves. Unfortunately the March 2020 Conference had to be cancelled due to the COVID 19 pandemic.

We hope to organise more National and International Conferences once normalcy returns. During May – June 2020, the department and its societies organised many webinars on coping with Covid 19 stress and employability during the present times. (See Department Report).



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International Conference on 'Social Media Marketing- Opportunities & Challenges'

