



**SSSS College of Commerce & Allied Studies,
Batala Road, Amritsar**

Affiliated to Guru Nanak Dev University

News Bulletin

2021-2023



**Patron
S. Jagdish Singh**

**Principal
Mrs. Savita Khanna**

**Editors
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MESSAGE

In Today's interconnected world, business is thriving and touches every aspect of our lives - science, technology, economics, and even social changes. Some individuals wield considerable influence, shaping the global landscape to their advantage. The pursuit of profit has even seeped into addressing health issues, making decisions more about financial gains than humanitarian concerns. In this scenario, the essence of humanity seems to be fading, and religion is evolving amidst materialistic tendencies.

In 1993, recognizing this changing landscape, SSSS College of Commerce for Women emerged under visionary leadership. It aimed to provide an affordable education option, especially for those from economically weaker backgrounds. The college quickly became an integral part of its students' lives. The dedicated staff emphasized education and life skills, ensuring academic excellence. Consequently, our students are excelling in university exams and thriving personally and professionally due to the knowledge gained here.

This college was founded with a core value of instilling honesty and integrity in young boys. Our goal is not merely profit or popularity. Instead, we are committed to utilizing resources wisely to foster learning, hard work, dedication, and moral values among our students. Education here isn't confined to textbooks; we emphasize practical application, ensuring our students are well-prepared for the real world.

With the blessings of Satguru let's unite to uphold discipline within our college and incorporate it into our daily lives. By maintaining high standards and engaging in community service, let's collectively invest our time and efforts in the noble mission that defines this college.

Jagdish Singh
Director

Managing Committee

SSSS College of Commerce & Allied College operates under the auspices of Sant Singh Sukha Singh Khalsa School Committee, Amritsar. The college is managed by a dedicated and visionary Managing Committee, which includes



Justice S. Ranjit Singh Retd.
President



Prof. (Dr.) R.S. Bawa
Vice President



S. Jagdish Singh
Hony. Secy./Director



Dr. Manmohan Singh.
Pro Director



S. Jatinder Singh Sachdeva
Financial Secretary



Dr. Navpreet Singh



Dr. Tejpal Singh



S. Piara Singh



Dr. Avtar Singh



Dr. H.P Singh



Dr. Gurbilas P. Singh



S. Jasbir Singh Patti



Pr. (Dr.) Navdeep Kaur
Advisor



Mrs. Savita` Khanna
Principal

About the College

The Management of Sant Singh Sukha Singh (SSSS) Group of schools and colleges, Amritsar proudly announced the opening of SSSS College of Commerce & Allied studies (For Boys) in the year 2021. Over a span of 130 years, SSSS has grown from a Primary School to a group of Educational Institutions consisting of four schools and three colleges. This college has been set up as an institution of higher learning exclusive for boys with the objective of providing skill-based courses and vocational education. SSSS always aims to provide holistic education to the students which helps them to make the optimal choice for the profession and to lead a purposeful life while contributing in nation building. Presently, college is offering B.Com, BBA, BCA and One Year Diploma in Professional Accountancy.

SSSS Vision

SSSS aims to provide accessible and quality education, equipping students with the knowledge and skills needed for the younger boys in a rapidly evolving world. The institution is committed for a supportive and inclusive learning environment that promotes critical thinking, creativity and ethical values. With a focus on continuous improvement, we aim to empower students to contribute meaningfully to society and meet the challenges of the future with confidence and competence and enable these students to devote themselves to the source of knowledge. May the Almighty equip them with wisdom .

Distinctive features

- Affordable Fee Structure
- Spacious ventilated building with lawns and latest amenities
- Book bank facility for deserving and needy students
- Government Scholarships
- Fully automated and well-equipped computer laboratory
- NSS and Red Ribbon Club
- Blended learning facilities for holistic development of students
- Regular Revision Tests.
- Clean and green campus
- Richly stocked and spacious library
- PCP (Personal Contact Program)
- Career Counseling Seminars
- Competent and Experienced Faculty

Inaugural Ceremony

SSSS College of Commerce & Allied Studies is a newly established boys' college with a vision of promoting and providing value based education in the field of commerce. The college commenced its first session with two degree courses - B.Com and BBA. The inaugural ceremony of the college took place on July 1, 2021. As per the tradition of SSSS, Dr. Manmohan Singh, Additional Director of the Managing Committee, Dr Navdeep Kaur, Principal SSSS College of Commerce for Women, Principal Mrs. Savita Khanna, staff members and the students visited the Golden Temple to seek blessings of the Almighty. After the visit to the Golden Temple, the formal inauguration ceremony took place in the college premises where the principal and the staff members welcomed Honorable Director S. Jagdish Singh, various eminent dignitaries of the Managing Committee, and Principals of SSSS institutions. The inauguration ceremony began with "Aardass" followed by honoring the Principal Mrs. Savita Khanna and the blessings which were endowed on the newly appointed staff.



Orientation Meet

An orientation program for the newly admitted undergraduates of B.Com and BBA was organized on July 15, 2021 and August 9, 2021 at the college premises. The students were formally welcomed by Mrs Savita Khanna, Principal SSSS College of Commerce & Allied Studies. A presentation highlighting the vision, core values, achievements, placements and alumni of the SSSS group of schools and colleges was presented. The honorable Director Sir welcomed the students and congratulated them to be a part of SSSS family. He emphasized on the need for value based education. Dr Navdeep Kaur, Principal SSSS College of Commerce for Women addressed the students and gave the valuable insights about the new age concepts associated with commerce.





First Day of New Session and Tree Plantation Ceremony

The new academic session started on August 16, 2021. The honorable Director Sir, members of the Managing Committee, Principal and the staff members of the college welcomed the students. The new academic session started with the blessings of the almighty followed by the welcome address of Principal Mrs. Savita Khanna to all the dignitaries and the students present over there. The Director Sir discussed the relevance of quality education and illustrated how the institution believes in holistic and skill development of the students. Dr.Navdeep Kaur, Principal, SSSS College of Commerce for Women , congratulated the principal Mrs.Savita Khanna, staff and the students of SSSS College of Commerce & Allied Studies for the commencement of the new session .A tree plantation drive was also carried out by the members of Managing Committee, Heads & faculty of the SSSS institutions and the students.



Seminar on Agency as a Career by LIC

The college in association with LIC Amritsar organized a career counselling session on 'Agency as a Career'on March 8, 2022. The Principal, Mrs Savita Khanna welcomed the resource persons of the session, S. Rashpal Singh (Assistant Branch Manager LIC of India) and S.Amarjit Singh Chhina (Development Officer LIC of India). The career counselling session was conducted with an objective to tell how LIC can be a great career option .S. Rashpal Singh talked about the incentives that a person earns on becoming LIC Agent and also guided the students of B.Com and BBA about the operational function and the process of setting up an agency. S.Amarjit Singh explained the procedure of becoming an agent.

Anti Drug E-Pledge

The college organized an 'Anti-Drug E-Pledge' ceremony on March 15,2022 to create awareness about the ill effects of drugs on the health of people. About 40 students of B.Com and BBA took the e-pledge, "Say Yes to Life, No to Drugs". This e-pledge aimed at creating awareness among the youth to co-operate in curbing the ill effects of drugs.



Webinar on Financial Literacy

The college in association with SV Wealth organized a financial literacy webinar on April 8,2022. The objective of the webinar was to create awareness among the students of B.com and BBA about the relevance and importance of finance in today's world.S.Shamsher Singh, a certified Financial Planner was the resource person of the webinar. He talked about the process of opening of demat account, management of finance and early financial planning that helps to achieve financial goals.



Nukkad Natak

Nukkad Natak titled “Maa! Main bhi Tagore Banna chahta hun” was organized at the college on April 15, 2022. The artist Mr. Lucky Gupta presented the play which highlighted the picture of the society where children have to quit studies for the sake of earnings at a very early age of life. The Principal Mrs. Savita Khanna, S. Sukhwinder Singh presented a token of gratitude to Mr Lucky Gupta, Madam Kiran and Madam Maninder for their benign presence in the event.

Earth Day Celebration

The college celebrated ‘Earth Day’ by taking a pledge to save mother Earth. The students of B. Com, BBA and Senior Secondary wing of the college took a pledge to save mother earth by following the concept of reduce, reuse and recycle. Along with this pledge ceremony, a digital poster making competition was also organized where the students showcased their talent. The Principal, Mrs. Savita Khanna applauded the efforts of the staff and the students.



Ek Bharat Shreshtha Bharat

The students of the college presented a Power point presentation on ‘EK Bharat Shreshtha Bharat’. The purpose of this presentation was to create awareness among the students about the structured cultural connection in the areas of language learning, culture, traditions & music, tourism & cuisine, sports among various states of India. Binish Abbi and Mohit of B.Com Sem –II represented the same in Andhra Pradesh and Punjab respectively. The Principal, Mrs. Savita Khanna and the staff of the college applauded them for their efforts.

Industrial Visit to Coca Cola

An industrial visit to one of the nine franchises of Coca Cola India Ltd., Wave Beverages Private Limited Amritsar was organized on May 10, 2022 for the students of B. Com and BBA. The students gained valuable experience about the functioning of an industrial unit. They actualize their theoretical knowledge by observing and learning the procedures of these functional units.



Azadi Ka Amrit Mahotsav

'Azadi Ka Amrit Mahotsav' is an initiative of the Government of India to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements. The college organized a 'Poster and Slogan making Competition' on August 13, 2022. A special assembly was also conducted where students paid homage to the freedom fighters by singing patriotic songs.



Session on CS as Career

The college carried out a session on 'CS as Career' on August 25, 2022. Ms. Rani Raizada, In charge ICSI ASR Chapter, was the resource person. She enlightened the students with the course content of Company Secretary followed by answering the queries of the students. Ms. Priya extended a vote of thanks to the guest. The faculty members were also part of this seminar.



Tree Plantation Drive

The college organized a 'Tree Plantation Drive' jointly with Hariyawal Punjab on September 8, 2022. More than fifty saplings were planted in the campus. Honorable Director Sir, S. Jagdish Singh Ji also planted the seedlings along with the staff members and the students. SSSS always prompts greenery in its campuses.





Career Counselling Session by DBEE and Enterprise

A career counselling session was organized by 'District Bureau Employment and Enterprise' on September 12, 2022 in the college. The Principal, Mrs Savita Khanna greeted the experts Mr.Gaurav Kumar and Mr.Naresh Kumar. They guided the students about refining vocational skills along with academics. They also shared the benefits and process of registering at the employment exchange with the students.



Birth Celebration of Martyr Bhagat Singh

The college celebrated the 115th birth anniversary of Martyr Bhagat Singh on September 28, 2023. The celebration began with a cycle rally. The students, with faculty members, participated in the rally with keen interest. Afterwards, Jaskarn Singh of B.com- I, spoke about the ideology of Bhagat Singh and the sacrifices made by him at a very tender age. The Principal, Mrs.Savita khanna appreciated the efforts of the students and faculty.

Cyber Security Session

The college organized a session on 'Cyber Security' on October6, 2022. Asst. Professor S. Harpreet Singh, Who was the resource person, has the expertise in cyber security hypothesis. He delivered a very informative lecture to the students and faculty members for their awareness regarding cyber security. He explained out the methodology on how to secure the networking devices and services from electronic attacks by hackers, spammers and cyber criminals.



Inter-Class Cricket match

The college conducted an 'Inter Class Cricket Match' in the campus on October3, 2022. There were two teams of B.com - I and B.com II students. The match was very engrossing and won by the team of B.com -I students. The Principal, Mrs. Savita Khanna congratulated the winners and also encouraged the students to work on their physical well-being along with mental health.



Industrial Visit

An 'Industrial Visit' to OCM Private limited Chheharta, Amritsar was organized for the college students on November 7, 2022. The students of B.com and BBA were taken to the OCM Production Plant. The objective of this visit was to combine the theoretical knowledge of business operation with the practical knowledge of its actual functioning. The students gained valuable experience about the functioning and operational layout of the industrial unit.

Save Environment Save Water

The college conducted an interactive session on 'Save Environment Save Water' on October 21, 2022. The Principal, Mrs. Savita Khanna welcomed the resource persons, Mr. Mukesh Aggarwal and Mr. P.N. Sharma from Hariyawal Punjab. They explained a number of methods of conservation of water, utilization of rainwater and plantation of trees for sustainable environmental conditions on the earth. They also shared the various environmental challenges to the students. This was an initiative to encourage students towards saving the future geographical scenarios.

IBT- How to prepare for the competitive exams

A seminar on 'How to prepare for the Competitive Exams' was organized in the college on November 3, 2022. The resource persons of the event were Mr. Sahil and Mr. Jatinder, Center Manager, IBT Group Amritsar. They directed the students on how to get success in the competitive examination, provided shortcut techniques to solve the mathematical problems and motivated the students towards current affairs. Mr. Jatinder also discussed regarding the paper pattern and syllabi of different exams.

Personality Development Session

The college conducted a 'Personality Development Session' on November 2, 2022. The Principal, Mrs. Savita Khanna welcomed Mr. Rajesh Mishra of ICFAI Business School Gurugram. He delivered a very informative lecture to the students to enhance their personality traits through better communication skills, non-verbal communication skills and creative thinking along with right attitude and corporate etiquette. He also discussed the importance of positive thinking, mental strength and self motivation.





Quiz Competition on National Youth day

Red Ribbon Club of the college conducted a 'Quiz Competition' on March 16, 2023 on account of celebrating the National Youth Day. The topics included the teachings of Swami Vivekananda Ji along with young Indian achievers in the field of commerce, Economics, Art, literature, Sports and Politics. There were four teams consisted of 2 members each. The team of Pritpal Singh from B.Com semester-IV and Hardik from B.Com semester-II won the quiz competition. The Principal, Mrs. Savita Khanna congratulated and awarded the winners and uplifted the morale of the other participants and the students.

Nukkad Natak

The college welcomed the theatre artists of Red Arts Club from PU, Patiala. They enacted a 'Nukad Natak titled Vehngi' on April 4, 2023. In this performance, they gave the message of importance of education in life and presented the current scenario of teacher-student relationship. The act was well-scripted and executed in the college hall where the students learned as well as enjoyed.



Baisakhi Celebration

The college celebrated 'Baisakhi' festival in the campus on April 13, 2023. The faculty and the students altogether chanted Japji Sahib Path and Shabad Kirtan. A student of 10+2 (Commerce) Ritish recited a poem and illustrated the historical events and importance of Baisakhi festival.



Business Quiz 2022

'Business Quiz' was conducted on November 7, 2022 in the college. The preliminary round was held on September 30, 2022. There were four teams with three participants each. The contestants were to study the topics related to accounting and Commerce, current affairs, logos, personalities, taglines, sports and entertainment. Nipun, Sanchit and Hardik were the winners of the Business Quiz 2022. The Principal, Mrs. Savita Khanna congratulated the winners and appreciated the efforts of all the participants.

SSHG (Organic Bazar)

To develop the entrepreneurial skills among the students, 'Students' Self Help Group' of the college organized an 'Organic Bazar' on February 28, 2023. This event was conducted to encourage self-employment culture in the students. Different stalls of organic products were arranged by the students including; Lassi, Tea masala, Diet mix namkeen, Lentil sprouts salad, Dried fenugreek and curry leaves, Homemade ginger garlic paste, Plant based manure and Plant saplings. Through this, students came to learn about buying and selling strategies of business.



Seminar on Commodity Derivatives Market

The college organized a seminar on 'Commodity Derivatives Market' on February 3, 2023. Ms. Alka welcomed the resource person Ms. Anita Saini, Securities Market Trainer, SEBI who skillfully unfolded the informative facts about smart investment plans and ideas to the students. The students took part in the doubt session and got clear answers to their questions. The Principal, Mrs. Savita Khanna and S. Sukhwinder Singh presented a token to the resource person.

Online Singing Competition

An 'Online Singing Competition' was organized by the Department of Music and NSS of Kamla Nehru College For Women, Phagwara, to celebrate Republic Day on January 26, 2023. The student of the college, Karan Sharma of B.com semester-II secured 2nd position in the contest.



Seminar on World Conservation Day

The college organized a seminar on 'World Conservation Day' on July 29, 2023. The resource person of the event, lecturer S. Avtar Singh, highlighted the seven themes of Mission Life, such as save water, save energy, reduce waste, reduce single-use plastics, adopt sustainable food systems and adopt healthy lifestyles. The esteemed principal, Mrs Savita Khanna emphasized upon the significance of the day and the need for spreading awareness for environmental protection.



Independence Day Celebration (Fakhr-e-Punjab)

The college celebrated India's 77th Independence Day on August 12, 2023 and August 14, 2023 with great enthusiasm and patriotic fervor. The theme of the occasion was 'Fakhr-e-Punjab' which was marked by a series of events that paid tribute to the country's freedom fighters, showcased its rich culture and highlighted the importance of the nation's history and values. The celebrations began with a seminar that was focused on the lives and contributions of India's freedom fighters followed by a poetry recitation and a paper reading session where participants presented the various aspects of India's journey towards independence.



Workshop on Financial Literacy and Career Awareness

The college organized a two-day workshop on 'Financial Literacy and Career Awareness', in collaboration with National Institute of Securities Market (NISM) on 4th and 5th September, 2023. The Resource persons Ms. Anita Saini and Mr. CS Nagesh Kumar, Recognized Trainers-NISM, equipped the students with the knowledge about trading of different types of securities, SEBI regulations in investments and various career opportunities available in financial markets after graduation.





Business Quiz 2023

The college conducted a 'Business Quiz' on October 19, 2023. The preliminary round was held on October 3, 2023. There were three teams with three participants each. The participants were to study the topics related to accounting and commerce, current affairs, logos, personalities, taglines, sports and entertainment. Harsh Bansal (B.Com-III), Sagar (BCA-I) and Ankit (BBA-I) were declared the winners of the quiz. The Principal, Mrs Savita Khanna congratulated and awarded the winners.

Seminar on Preparing CA Exams

A Career Counselling Session on the top Professional Course 'Chartered Accountancy' was organized in the college on Sept 8, 2023. The resource person Ms. Shilpa Gupta, CA, who is an alumna of the college, informed the students about the course content of CA, its scheme, and how one can pursue the course alongside the degree course.



Career Counselling Session

The college organized a 'Career Counselling Session' for B.com and BBA final year students on 18th Sep, 2023. The resource person was Mr. Rajneesh Tripathi, Proprietor/Director, Prep Login Exam-Time.



Birth Anniversary Celebration of Bhagat Singh

The college paid glowing tributes to 'Shaheed- E-Azam' Bhagat Singh on the occasion of his birth anniversary on September 28, 2023. The event was marked by the students singing patriotic songs and poems explaining the life of Shaheed Bhagat Singh who went on to sacrifice his life for the cause of the freedom of Mother India from British rule.



NSS Day Celebration & Swachhata Hi Sewa Campaign

'NSS DAY' was celebrated at the college on Sept, 23, 2023. The NSS Unit of the college organized several activities under, 'Swachhata Hi Sewa' campaign. The Principal, Mrs Savita Khanna encouraged the students for such noble activities. The campaign started with the pledge taken by the students to protect the environment. The NSS volunteers participated in sieving, packing and distribution of compost. The students were encouraged to use Composting as the best way to handle food and green waste. A digital slogan writing and poster making competition was also conducted under this campaign .NSS volunteers presented a power point presentation on cleanliness and hygiene at a government school. The students actively participated in the mission of clean surroundings. The volunteers removed the wild grass highlighting the purpose and utility of 'Shram Divas'. This campaign came to full swing when the NSS volunteers in collaboration with 'REAP BENEFIT' NGO actively participated in cleaning the roadside dump. They also conducted the awareness sessions to educate the community about the importance of proper waste disposal and maintaining cleanliness.



Inter Class Cricket Match

SSSS College of Commerce & Allied Studies conducted an 'Inter Class Cricket Match' on December 26 and December 27, 2023. The final match was won by 1st year students. Principal Mrs. Savita Khanna congratulated the winners and also encouraged the students to work on physical well-being along with mental health. The audience witnessed the match with zeal and applauded the efforts of the players.



Vermicompost Unit

The Vermicompost Unit of the college executed a productive activity of vermicompost making by using dry leaves, cow dung and kitchen waste. Worm casting was also provided to this process for improving its farm productivity. The first lot of vermicompost was distributed among the teachers and the students. The purpose of the vermicompost process is to maintain the sustainable development of the environment and the college is actively following the theme of 'Recycle Reuse Reduce'.



RRC COMPETITION

The students of the college secured first position in skit at District Level RRC Competition held at Khalsa College, Amritsar. They continued their excellent performance in skit for the second round for the State Level Championship in Ludhiana and were applauded for their efforts.



Visit to Khanna Paper Mills

An 'Industrial Visit' to Khanna Paper Mill, Amritsar was organized for the college students on December 19, 2023. The objective of this visit was to combine the theoretical knowledge of business operation with the practical knowledge of its actual functioning. The students gained valuable experience about the functioning and operational layout of the industrial unit.



National Accounting Talent Search (NATS)

Four Students of SSSS College of Commerce & Allied Studies, Amritsar participated in the National Accounting Talent Search (NATS) competition 2023. Sanchit and Harsh Bansal won 'Best Performance Award' and other two students scored above 80%.



Sanchit



Harsh
Bansal



Activities at a Glance



Excellent Result in GNDU Examination



Onkar Singh
Ist in GNDU
Diploma in Profession
Accountancy 2022-23



Sanchit
75.8%
B.Com 2022-23



Jaskarandeep Singh
74%
B.Com 2022-23



Nakul Chadda
72.1%
B.Com 2022-23



Jaskaran Singh
72%
B.Com 2022-23



Binish Abbi
80%
B.Com 2021-22



Mohit
79%
B.Com 2021-22



Aditya Bagla
78%
B.Com 2021-22



Jagdish Singh
78%
B.Com 2021-22



Jappanjot Singh
77%
B.Com 2021-22



Danish
77%
B.Com 2021-22



Harshit Vohra
74%
B.Com 2021-22