



**DAV UNIVERSITY**

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### 5.3.3 The Institution conducts/ organizes Events through Active Clubs and Forums

- Report with photographs on Events organized through Active Clubs and Forums

Year	Name of Event	Page Number
2021-22	Rural Marketing	<u>1</u>
	Indian Economy in the Post-Covid Era	<u>2-3</u>
	Diwali Mela	<u>4-5</u>
	Breaking the Silence: AIDS	<u>6</u>



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Empowering Students with 21<sup>st</sup> century Skills

Jalandhar - Pathankot, National Highway (NH 44), JALANDHAR- 144 012, Punjab

**Name of the Event: Guest Lecture of "Rural Marketing"**

**Date of the Event: 6<sup>th</sup> October, 2021**

**Club: Anubhav Club**

**Teacher Coordinator: Dr. Girish Taneja**

**Number of Participants: 33**

An online guest lecture on "Rural Marketing" was organized for the final year students of MBA, the department of Commerce, Business Management and Economics (CBME) on 6-10-2021. Mr. Sumit Kumar Maji, a result driven professional with over 19 years of cross-cultural experience in marketing research & business operations, addressed the students. Mr. Pranjal Pachpore, Assistant Professor, CBME department welcomed the resource person. Mr. Sumit told the students about the buying decision making process and 4 A's (affordability, accessibility, awareness, acceptability) of marketing. He also emphasized upon the biggest challenges in rural marketing.



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**Name of the Event: Guest Lecture of "Indian Economy in the Post-Covid Era"**

**Date of the Event: 25<sup>th</sup> October, 2021**

**Club: Anubhav Club**

**Teacher Coordinator: Dr. Girish Taneja**

**Number of Participants: 33**

A guest lecture on "Indian Economy in the Post Covid Era" was organized for B.Sc Economics 2<sup>nd</sup> year & 3<sup>rd</sup> year and B.Com 1<sup>st</sup> year students of the department of Commerce, Business Management and Economics (CBME) on 25-10-2021. Dr. Suresh Kumar Khurana, Associate Professor and HoD, P.G Department of Economics, DAV College Jalandhar, was the resource person for the session. Mr. Vinod, Assistant Professor, Department of CBME welcomed the guest speaker.



Dr. Khurana described in detail the effect of Covid pandemic on the Indian economy. A comparison of main sectors of economy namely petroleum, coal, electricity etc. was made based on pre-covid, during and after covid-19 situation. He explained how the demand patterns have changed all together. Consumer buying behavior has been greatly influenced by the current

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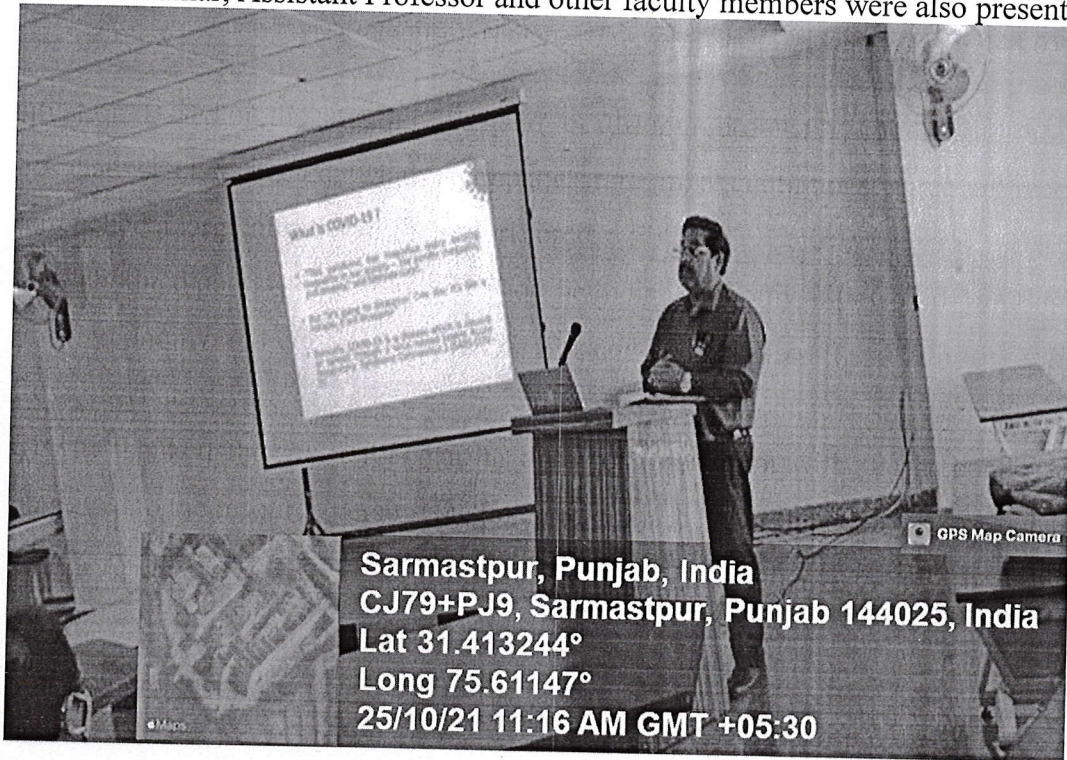
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situation. Based on the situation, demand for different products is modified. Employment rate has been adversely affected. Many companies are in a continuous spree of recovery and have retrenched a large number of their workforce.

He elaborated upon U-shaped recovery of the Indian economy after Covid-19. Basic fundamentals of the economy and core sectors that have recovered sharply after return to normalcy in the post Covid scenario were discussed. Dr. Girish Taneja, Associate Professor in the Department of CBME thanked the guest for sparing time for interaction with the students. A memento was presented to the resource person as a token of gratitude. Dr. Sandeep Vij, Associate Professor, Dr. Satinder Kumar, Assistant Professor and other faculty members were also present in the lecture.



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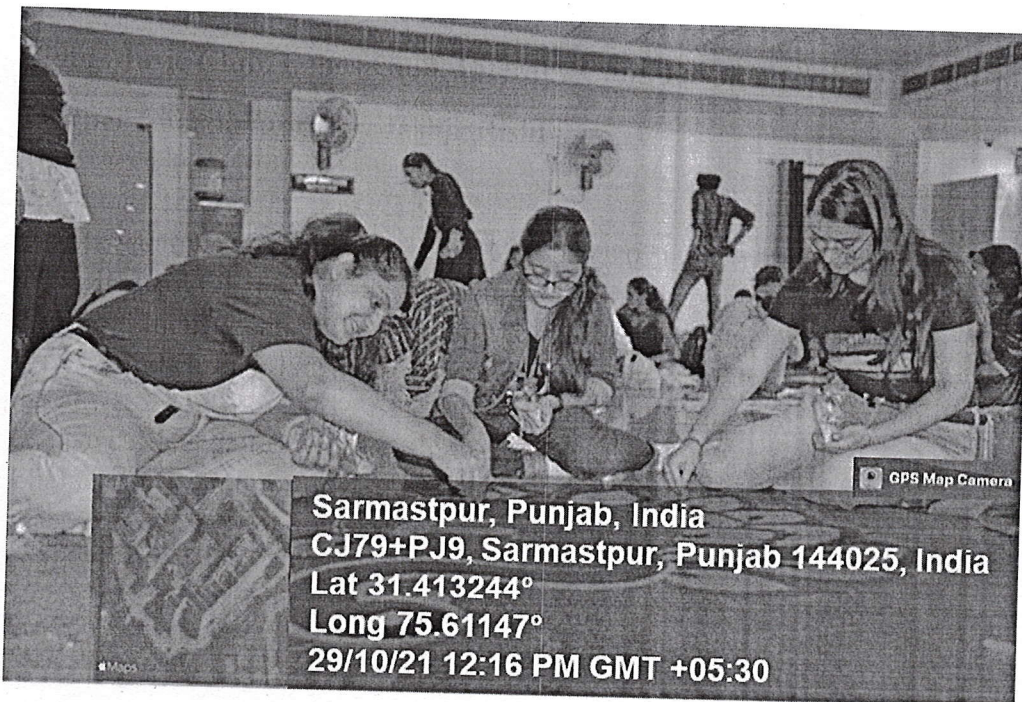
**Name of the Event: Diwali Mela**

**Date of the Event: 29<sup>th</sup> October, 2021**

**Club: Music Club, Echos Club, Literary Club, Fashion Club, D.Tech Club & Reejh Club**

**Teacher Coordinator: Dr. Jasbir Rishi**

Diwali Mela was organized on 29<sup>th</sup> October, 2021 for the students of the DAV University. To make it a joyful day for the students, a cultural extravaganza was also there. The students displayed their talents by setting up stalls and other eatables. These shops were decorated with banners and earthen lanterns. In interdepartmental stall competition which was organized under the aegis of Department of Students' Welfare, department of Zoology won first, department of civil and Mechanical won second and department of Agriculture and Computer science and Engineering won third prize.



The function was inaugurated by Dr. Jasbir Rishi, Vice Chancellor, Dr. KN Kaul Registrar and Dr. R.K. Seth Dean Academics. All of them visited all the stalls and encouraged students to do their best in life.

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The Mela, on the other hand, was lined up with cultural programs and trendy clothing. The whole university reverberated with energy and enthusiasm hoping that this Diwali would bring utmost peace and prosperity in everybody's life. The festival of fun and excitement came to an end with loads of joy and happiness sparkling on the faces of every DAVIAN.

Rangoli Competition was also there in the morning and winners of this event were, department of CSA first, Department of Agriculture second and Department of Microbiology came in third place.

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**Name of the Event: Breaking the Silence: AIDS**

**Date of the Event: 1<sup>st</sup> December, 2021**

**Club: Artistia Club**

**Teacher Coordinator: Er. Ridhi Kapoor**

**Number of participants: 20**

On December 1, 2021, the Artistia Club of DAV University celebrated World AIDS Day with a compelling poster presentation aimed at raising awareness about HIV/AIDS. The event, attended by the Vice-Chancellor Dr. Jasbir Rishi, Registrar Dr. K.N Kaul, and Dean Academics, showcased a variety of creative and informative posters created by students to highlight the global impact of the disease and promote preventive measures.



The Vice-Chancellor commended the initiative for its educational value and impact. The winners of the poster presentation were recognized for their outstanding work: Pratiksha from the Department of Zoology took first place, Anjali from the Department of Microbiology who secured second place, followed by and Navneet from Department of Chemistry earned third place. The event effectively combined artistic expression with a critical social message, fostering greater understanding and engagement within the university community.

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