

COMERCIO'24

THE COMMERCE CONCLAVE

APRIL 23-24, 2024

Department of Commerce
School of Social Sciences & Humanities

BSACIST CAMPUS

INSPIRING THE NEXT GENERATION OF BUDDING PROFESSIONALS



EVENT REPORT



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INSPIRING THE NEXT GENERATION OF BUDDING PROFESSIONALS

THE ANNUAL COMMERCE CONCLAVE OF CRESCENT INSTITUTE, CHENNAI

Welcome to COMERCIO'24, the first-ever commerce conclave hosted by the Department of Commerce, School of Social Sciences, and Humanities at B. S. Abdur Rahman Crescent Institute of Science and Technology!

Premiering for the first time COMERCIO'24 - The Commerce Conclave 2024, centering on professional programs, was inaugurated on April 24, 2024. This inaugural conclave was set to ignite a passion for commerce and the pursuit of professional studies-offered by the esteemed institute for the years to come.

At COMERCIO, we aim to inspire and empower the next generation of commerce professionals through a journey that goes beyond traditional academic activities. By incorporating intensive strategy creation, analytical case studies, lively debates, business bonanzas, and futsal competitions, participants are provided with a well-rounded experience that nurtures both their academic and non-academic skills.

This multidisciplinary approach empowers participants to think critically and creatively across various fields of knowledge. It enriches their learning experience by fostering collaboration, innovation, and holistic growth. COMERCIO is not just about acquiring knowledge; it's about developing well-rounded individuals ready to excel in diverse professional settings.

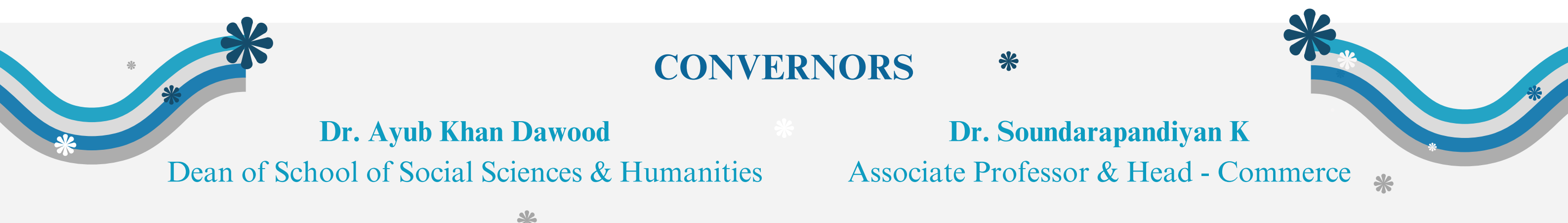
CONVERNORS

Dr. Ayub Khan Dawood

Dean of School of Social Sciences & Humanities

Dr. Soundarapandiyan K

Associate Professor & Head - Commerce



DEPARTMENT OF COMMERCE
SCHOOL OF SOCIAL SCIENCES & HUMANITIES

CORDIALLY INVITE YOU

for the

INAUGURATION

of

COMERCIO'24

THE COMMERCE CONCLAVE

PRESIDENTIAL ADDRESS

by

Dr. N. Raja Hussain

Registrar, BSACIST

INAUGURAL ADDRESS

by

Shri. Roshni Nair Radhakrishnan ACCA, CPA, CGA

AVP, Deutsche Bank India Pvt. Ltd., Bangalore

VENUE: AUDITORIUM CONVENTION CENTER

DATE & TIME: 24.04.2024 at 09:30 A.M.

CONVENORS

Dr. Ayub Khan Dawood

Dean, SSSH

Dr. K. Soundarapandiyan

HOD, Commerce

FACULTY COORDINATORS

Dr. Vijaykumar V

Assistant Professor

Ms. Ifra Fathima I

Assistant Professor (Sr. Gr)

ORGANIZING PRESIDENT

Mr. Mohammed Anas A H

ORGANIZING SECRETARY

Ms. Krithika S

DEPARTMENT OF COMMERCE
SCHOOL OF SOCIAL SCIENCES & HUMANITIES

CORDIALLY INVITE YOU

for the

VALEDICTORY

of

COMERCIO'24

THE COMMERCE CONCLAVE

VALEDICTORY ADDRESS

by

Shri. CA A. JOHN MORIS

Managing Partner

A John Moris & Co Chartered Accountants

VENUE: AUDITORIUM CONVENTION CENTER

DATE & TIME: 24.04.2024 at 3:15 P.M.

CONVENORS

Dr. Ayub Khan Dawood

Dean, SSSH

Dr. K. Soundarapandiyan

HOD, Commerce

FACULTY COORDINATORS

Dr. Vijaykumar V

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ORGANIZING SECRETARY

Ms. Krithika S



COMERCIO'24

THE COMMERCE CONCLAVE



INSPIRING THE NEXT GENERATION OF BUDDING PROFESSIONALS

Department of Commerce
School of Social Sciences & Humanities

AGENDA

April 23rd 2024

10:00 - 17:00

Sports Village

HOT FUTSAL

AUDITORIUM

April 24th 2024

09:30 - 09:35

Qirat

Ms. Hudha Syed
Event Co-ordinator

09:35 - 09:45

Tamizh Thai Vazhthu

Ms. Krithika
Organizing Secretary

09:45 - 09:55

Welcome Address

Ms. Krithika
Organizing Secretary

09:55 - 10:05

Felicitation

10:05 - 10:15

Presidential Address

Dr. N. Raja Hussain
Registrar

10:15 - 10:30

Inaugural Address

Shri. Roshni Nair R. ACCA, CPA, CGA
Chief Guest
AVP, Deutsche Bank India Pvt. Ltd.

10:30 - 10:45

Host Performance

10:45 - 11:00

BREAK



EVENTS

Seminar Hall

Crescent School of Business

11:00 - 14:30

THE AUCTION

Seminar Hall - 1

Convention Centre

11:00 - 12:30

MARKETING GALA

13:00 - 15:30

STRATEGIC BUSINESS

LEADER

Finale

Auditorium

Convention Centre

12:30 - 14:30

EDGE OVER ETHICS

Finale

Classroom SM 207

13:00 - 15:30

TRIVIA TURMOIL

Classroom SM 202

11:00 - 14:00

E-CONJECTURE

Convention Centre

09:00 - 15:15

BUSINESS BONANZA



COMERCIO'24

THE COMMERCE CONCLAVE



AUDITORIUM

15:15 - 15:25	Welcome Address	Ms. Subashini R <i>Event Coordinator</i>
15:25 - 15:35	Felicitation	
15:35 - 15:45	Valedictory Address	Shri. CA. A. John Moris <i>Managing Partner, A. John Moris & Co Chartered Accountants</i>
15:45 - 15:55	Events Report	Dr. V. Vijayakumar <i>Event Coordinator</i>
15:55 - 16:25	Prize Distribution	Ms. Reem Abubucker <i>Event Head</i>
16:25 - 16:30	Vote of Thanks	Mr. Mohammed Anas A H <i>Organizing President</i>



INAUGURATION



COMERCIO'24 - The Commerce Conclave 2024, hosted by the Department of Commerce, School of Social Sciences & Humanities, on 24th April 2024, premiered with a focus on professional programs, marking a significant milestone. The conclave featured eight events happening over two days with three flagship events, highlighting the strategic and resilient narratives within the commerce and professional landscape.

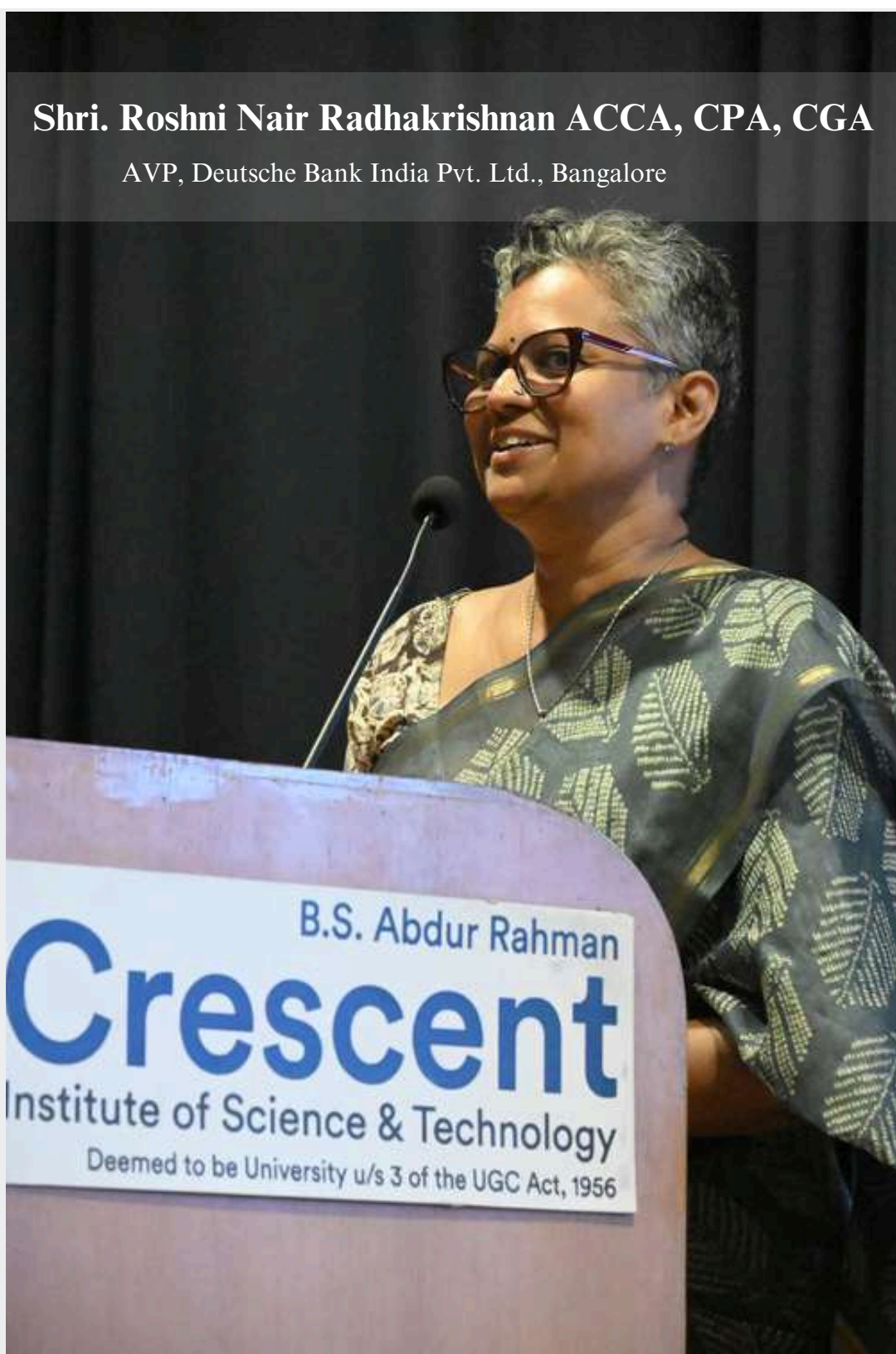


Held on the 24th of April, 2024, the conclave began with an invocation ceremony with the Qirat and the traditional Tamil Thaivazhthu, providing an auspicious and reverent start to the day.

Ms. Krithika S
Organizing Secretary
Singing the Tamizh Thai Vazhtu



Ms. Hudha Syed
Event Coordinator
Qirat



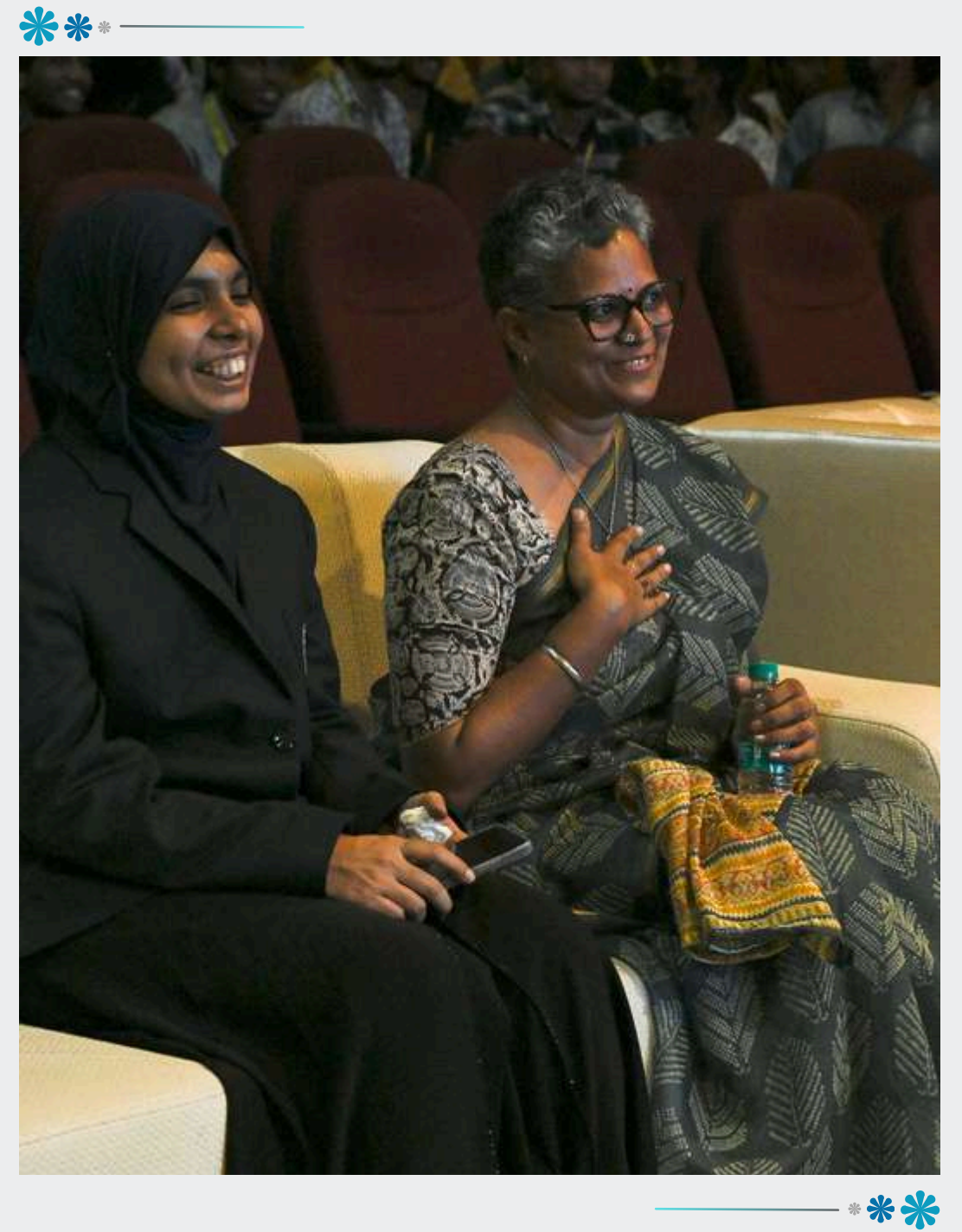
Shri. Roshni Nair Radhakrishnan ACCA, CPA, CGA
AVP, Deutsche Bank India Pvt. Ltd., Bangalore



At the Commerce Conclave's inauguration, Chief Guest, **Shri. Roshni Nair Radhakrishnan ACCA, CPA, CGA**, emphasized the significance of pursuing professional programs and encouraged participants to approach them with commitment and passion. Her thought-provoking address set the stage for a forward-looking conclave focused on the future of commerce. During the ceremony, she was warmly felicitated by Dean Sir Dr. Ayub Khan Dawood.



Dr. Ayub Khan Dawood
Dean, School of Social Sciences & Humanities



In his presidential address, **Dr. Ayub Khan Dawood**, Dean of the School of Social Sciences and Humanities, highlighted the department's achievements in supporting students' success in their professional examinations. He extended heartfelt gratitude and a warm welcome to the esteemed chief guests and all attendees, who graced the inauguration of the conclave.

HOST PERFORMANCE



The inauguration featured a captivating host performance by the **Crescent Music Team**. The talented duo **Ms. Rathi Rani** and **Ms. Anusha Lakshmi** mesmerized the audience with their elegant Bharatanatyam performance. This was followed by a dynamic musical display from the student orchestra, featuring **Mr. Abhishek**, **Ms. Swetha Shalini**, **Ms. Devesh Doss**, and **Ms. Yogeshwaran**, who showcased their exceptional singing and instrumental skills.



CAMPUS AMBASADOR PROGRAMME



The campus ambassador successfully completed a series of promotional tasks over a 14-day period, earning points for each task completed. These tasks, which included social media, referral, brochure, and advocacy marketing, were conducted across platforms such as WhatsApp, Instagram, LinkedIn, and through offline activities. Additionally, the ambassador engaged in digital marketing campaigns and offline publicity efforts, such as distributing posters and conducting interviews on campus. These combined efforts significantly increased the visibility and engagement of Comercio'24 within their college community.

A total 38 students registered for the programme from various campuses across India, including:

- Shri Ram College of Commerce, New Delhi
- R. K. M. Vivekananda College (RKMVC), Chennai
- Presidency University, Bangalore
- B. S. A. Crescent Institute of Science and Technology
- Aditya Mahavidhyala of Delhi University
- I.T.M. University, Gwalior
- Tamil Nadu Dr. J. Jayalalithaa Fisheries University, Nagapattinam
- Dr. D. Y. Patil University, Pune
- R. M. K. Engineering College, Kavaraipettai
- S. R. M. Institute of Science and Technology, Chennai
- Vellore Institute of Technology, Chennai
- Delhi Skill and Entrepreneurship University, New Delhi
- Erode Sengunthar Engineering College, Erode
- VELS Institute of Science, Technology & Advanced Studies, Chennai

OUR TOP PERFORMERS

1.



Vaishnavi
B. Com Hons
B. S. A. Crescent Institute of Science & Technology

2.



NIRANJANA
B.A.Economics
R. K. M. Vivekananda College (RKMVC), Chennai

3.

ROYAL MAJUMDER
B.Tech Cybersecurity
Presidency University, Bangalore

EVENTFUL COMERCIO'24

HIGHLIGHTS



IN TOTAL **453 STUDENTS** FROM **136 TEAMS** PARTICIPATED IN COMERCIO'24

The conclave featured a wide array of events, each showcasing the talents and skills of the participants:

- **Strategic Business Leader:** Witnessed the strategic prowess and business acumen of 39 students from 20 teams.
- **E-Conjecture:** Showcased innovative thinking and economic prowess with the engagement of 14 teams and 25 students.
- **Edge over Ethics:** Tackled ethical dilemmas with poise and critical thinking, involving 34 teams and 16 students.
- **Marketing Gala:** Unleashed marketing prowess and creativity with the participation of 16 teams and 33 students.
- **Business Bonanza:** Highlighted entrepreneurial spirit and business acumen, drawing in 20 teams and 100 students.
- **Hot Futsal:** Injected dynamism and competitiveness into the conclave with 17 teams and 119 students battling it out on the futsal court.
- **Trivia Turmoil:** Delved into on-the-spot trivia, with 28 teams and 14 students showcasing their knowledge and wit.
- **The Auction:** Added an element of strategy and negotiation skills, with 19 teams and 75 students actively participating.

Hailing from multiple academic backgrounds, students participated from:

- Loyola College, Chennai
- D. G. Vaishnav College, Chennai
- M. O. P. College for Women, Chennai
- C. Abdul Hakeem College of Engineering, Vellore
- B. S. Abdur Rahman Crescent Institute of Science & Technology, Chennai
- Amrita Hospital, Kochi
- Maharishi Vidya Mandir, Madurai, and
- Vyasa Vidyala Matric. Hr. Secondary School, Chennai
- Guru Nanak College, Chennai

Their enthusiastic participation and competitive spirit added immense value to the conclave, showcasing the best of talent and potential in the field.



*Mr. Aniruddhan Narayanan,
Business Analyst, LTIMindtree India Pvt. Ltd.*

was honored

for

delivering great insights as a jury member



Teams underwent a rigorous test across two challenging rounds, exploring organizational functions, strategy, leadership, and culture. They tackled online quizzes and a complex case study of proposing a strategic acquisition decision amidst market volatility, presenting their innovative solutions to the judge.

Diverse talent from esteemed institutions, including

- M. O. P. Vaishnav College for Women, Chennai
- B. S. Abdur Rahman Crescent Institute of Science and Technology, Chennai, and
- K. M. College of Pharmacy, Madurai

converged to compete in the exhilarating Strategic Business Leader competition. With 39 students pooling their skills and insights to form 20 formidable teams, the event was a captivating showcase of strategic acumen and innovative thinking.



Mr. Uttam Pai CPA
AVP - Academics, Miles Education

was honored

for

delivering great insights as a jury member



"Edge Over Ethics" placed ethics on the precipice of dilemma, inviting participants to navigate the complexities of moral quandaries. Teams engaged in dynamic debates and crafted analytical reports, exploring the nuanced realm of ethical decision-making. The finale debate centered on the topic of **Whistleblowing: A Necessary Tool for Transparency & Accountability or A Risky Endeavor with Damaging Consequences.**

The Edge Over Ethics competition brought together students from

- B. S. Abdur Rahman Crescent Institute of Science and Technology, Chennai, and
- Amrita Hospital, Kochi.

With 34 students collaborating to form 16 dynamic teams, the event was a platform for ethical discourse and critical thinking. In the finale, participants engaged in an intense round of debate with integrated report making in the round 2, elevating the competition to new heights of intellectual rigor.



Mr. CA VIJAY STEPHEN
Partner, A John Moris & Co Chartered Accountants

was honored

for

delivering great insights as a jury member



Teams dived into E-Conjecture, demonstrated prowess in economic analysis and policy-making. They tackled three rounds: an online quiz, an on-campus board game, and a seminar on real economic crises case focussing on Venezuela's economic decline. It was a riveting showcase of economic acumen and expertise.

The competition saw participation from students representing various institutions including

- C. Abdul Hakeem College of Engineering & Technology, Vellore
- B. S. Abdur Rahman Crescent Institute of Science and Technology, Chennai
- BruteForce Solutions Inc., Chennai
- R. K. M. Vivekananda College (RKMVC), Chennai, and
- M.O.P. Vaishnav College for Women, Chennai

A total of 25 students formed 14 teams for the event.



MARKETING GALA



Mr. MOHAMMED JAVID
VP, BNY Mellon
was honored
for
delivering great insights as a jury member



and more ...

Teams explored how synergies foster product innovation at the Marketing Gala. They faced challenges simulating mergers between companies and created ads to promote & discourage product consumption. The event was a platform to redefine synergies and unleash creativity in marketing.

In the Marketing Gala competition, participation was robust with students representing esteemed institutions such as

- B. S. Abdur Rahman Crescent Institute of Science and Technology, Chennai
- K.M. College of Pharmacy, Madurai
- Maharishi Vidya Mandir, Madurai, and
- Loyola College, Chennai.

A total of 33 students formed 16 teams, showcasing their marketing prowess and strategic creativity in this thrilling event.



THE AUCTION



and more ...

Qualified teams entered the thrilling realm of IPL bidding, armed with virtual budgets to construct their dream rosters. Every bid was a strategic gamble, balancing player value and budget constraints to amass the points needed to progress. It was a fierce competition of wits and strategy as teams vied to craft the ultimate lineup.

The Auction event attracted 19 teams from 4 colleges, with 75 students participating, representing institutions such as:

- Loyola College, Chennai
- D. G. Vaishnav College, Chennai
- Sri Balaji Arts & Science (Co-Education) College, Chennai
- B. S. Abdur Rahman Crescent Institute of Science and Technology, Chennai, and
- Sri Sairam Engineering College (SSEC), Chennai.



TRIVIA TURMOIL



and more ...

Teams faced off in a series of challenges to flex their smarts, quick reflexes, and creative chops. Whether it was figuring out tricky business-related doodles or tackling brain-bending quizzes in various categories, every moment kept participants on their toes. But that's not all! Teams could unleash their secret weapon – power cards – to shake things up and swing the game in their favor!

The Trivia Turmoil competition featured 28 students organized into 14 teams coming from

- B. S. Abdur Rahman Crescent Institute of Science and Technology, Chennai,
- Maharishi Vidya Mandir, Madurai,
- Guru Nanak College, Chennai
- Vyasa Vidyalaya Matric. Higher Secondary School, Chennai.



HOT FUTSAL



and more ...

Open only to students of BSACIST, the participants engaged in an exhilarating futsal event, where soccer merged with fast-paced action! Played on a smaller, more challenging court with seven players per team, futsal teams showcased quick passing, ball control, and tactical prowess. The ultimate victor emerged from among the 17 registered teams of 119 students that competed over two days, with semi-finals and finals held on the 24th of April.



BUSINESS BONANZA



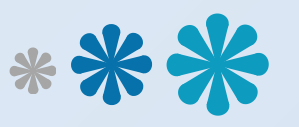
and more ...

Registrations were exclusively open to BSACIST students for the Business Bonanza event.

The vibrant energy of student entrepreneurship was experienced as 20 teams, comprising over 100 students, set up stalls in the convention centre. A wide array of both food and non-food products were offered, ranging from delectable culinary delights to captivating handcrafted creations. Participants demonstrated their entrepreneurial prowess, engaging customers with their innovative offerings.



VALEDICTORY

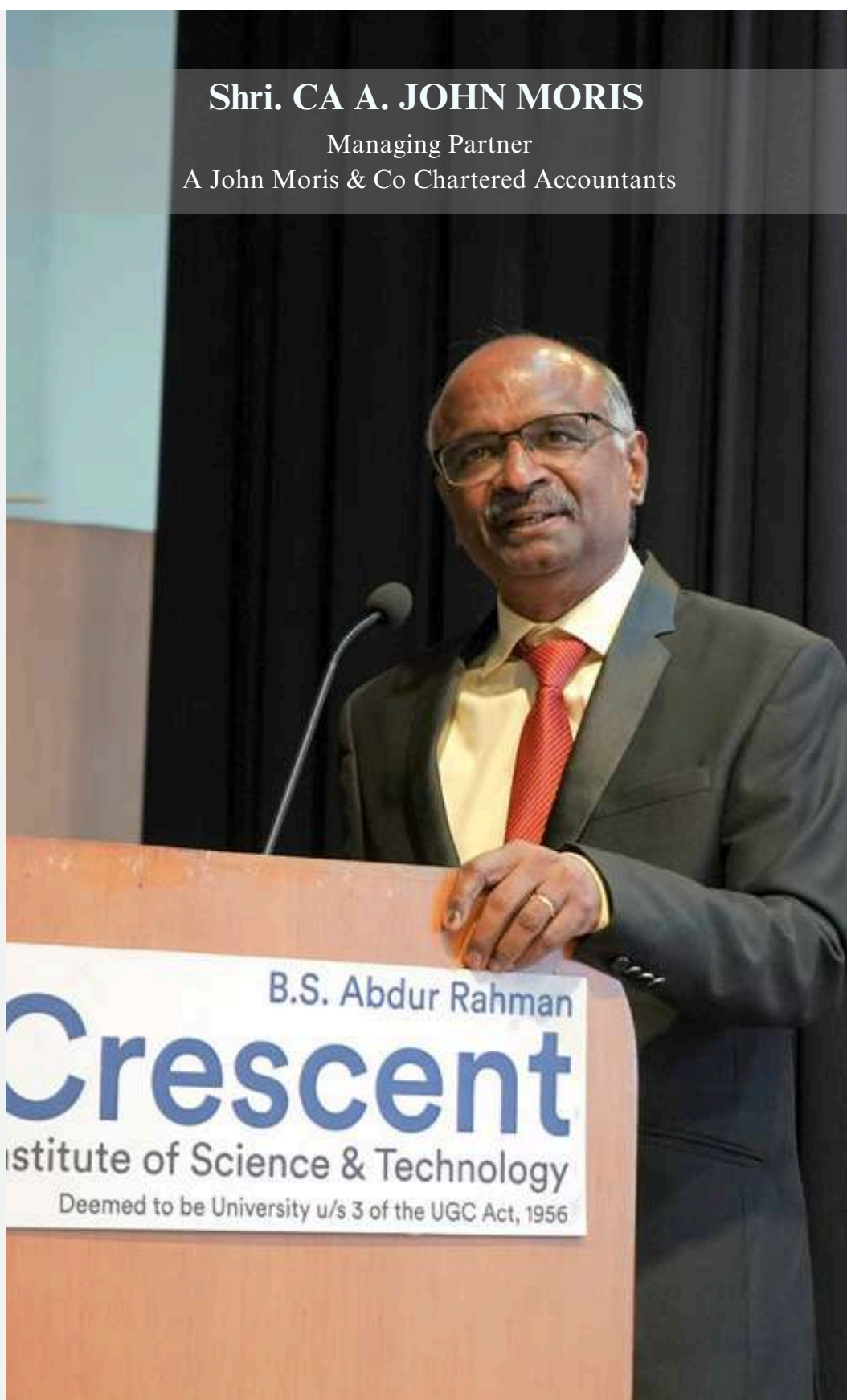


Ms. Subashini R extended a warm welcome to the Chief Guest and to the audience for the valedictory ceremony, which took place at 4:00 pm on the 24th of April, 2024.



Ms. Subashini R
Event Coordinator
Welcome Address

Shri. CA A. JOHN MORIS
Managing Partner
A John Moris & Co Chartered Accountants



The Commerce Conclave's valedictory address was graced by the esteemed presence of Chief Guest, **Shri. CA A. John Moris**, whose insightful words resonated deeply. Amidst the ceremony's vibrant atmosphere, Dr. Ayub Khan Dawood, the respected Dean, warmly honored him, marking a moment of mutual admiration and shared commitment to excellence.

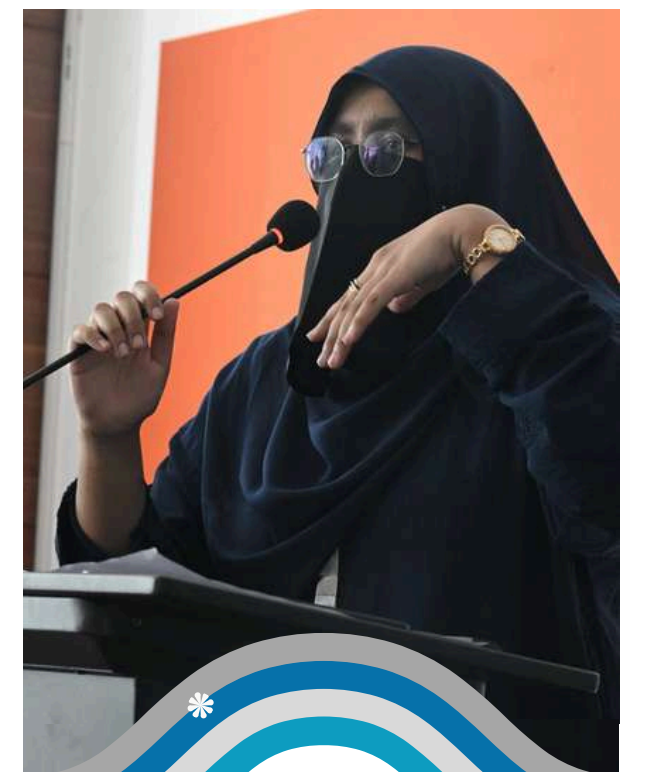




Dr. Vijayakumar V provided a comprehensive report on the event, summarizing its key highlights and achievements.

Dr. VijayaKumar V
Faculty Coordinator
Events Report declaration

Ms. Reem Abubucker took the stage next, offering a warm welcome and providing details about the prize distribution segment.



Ms. Reem Abubucker
Event Coordinator
Prize Distribution

Finally, Mr. Mohammed Anas concluded the conclave with a heartfelt vote of thanks, expressing gratitude to all the participants, organizers, and attendees for making COMERCIO'24 a success.

COMERCIO'24 was a triumph, wrapping up on a high note and leaving attendees with memorable experiences and valuable insights



Mr. Mohammed Anas A H
Organizing Head
Vote of Thanks



PRIZE DISTRIBUTION



ORGANIZING TEAM



ORGANIZING HEAD

Mohammed Anas A H

ORGANIZING SECRETARY

Krithika S

EVENTS HEAD

Reem Abubucker

EVENT CO-ORDINATORS

Hudha Syed | Mohammed Farveez H | Safrin Safeena | Mokarram Ahmad
Dharshini | Abdul Haleem | Irene Sharon | Subashini R
Bhagyalaxmi Panigrahi | Zeba Nafis | Prasanna | Harmain Basha
Sudhiksha P | Brandon Mark Pinto | Sakthivel | Sri Jayanth
Ahmed Ibrahim | Mohamed Vasirdeen | Shrivathsan K G

ASSISTANT CO-ORDINATORS

Syed Arshad P | Mohammed Ryan J | Tajudeen S
Abdul Rahman S | Kruthi Raghavi V N



BUDGET COORDINATORS

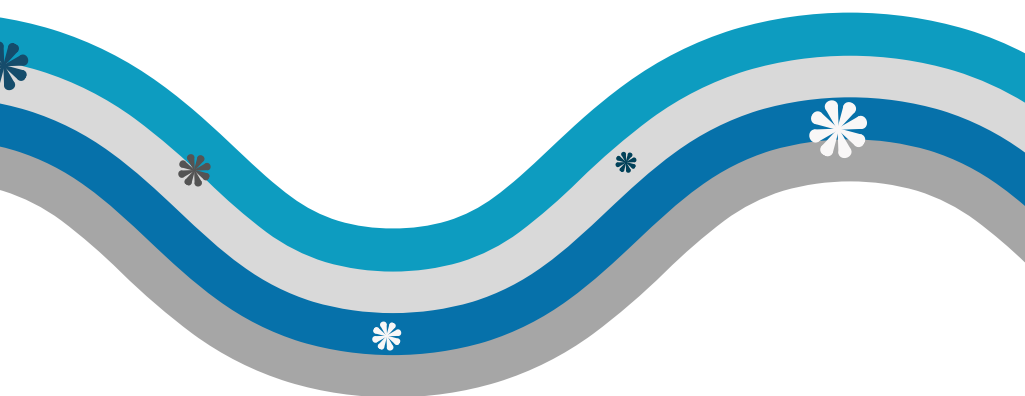
Rizwan Ahmed | Elakiya Lakshmi

FACULTY COORDINATORS

Dr. V. Vijayakumar
Asst. Professor

Ms. Ifra Fathima I
Asst. Professor (Sr. Grade)





Fully enjoyed!

Monica
B.S.A. Crescent Institute of Science & Technology, Chennai

The event was well conducted. I especially appreciated my participation in events like Strategic Business Leader. The hosts performed admirably, and I found the chance to network with judges and faculty members highly beneficial. In summary, it was a productive and engaging experience.

Syed Sahubar Sadiq
K. M. College of Pharmacy

It was really cool, and the people running it were awesome.

Mohammed Yusuf
Vyasa Vidyalaya Matriculation Higher Secondary

E-Conjecture was fun, and the concepts incorporated into the board game were both innovative and thought-provoking.

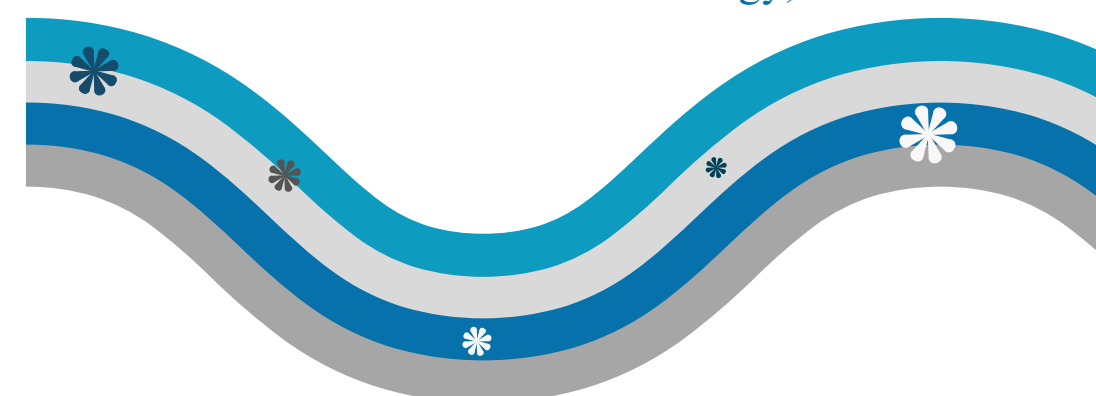
Niranjan N.Y
R. K. M. Vivekananda College (RKMVC), Chennai

Enjoyed how dynamic it was!

S. Anirudh
B.S.A. Crescent Institute of Science & Technology, Chennai

The competition exposed us to networking opportunities and interactions with industry professionals. Engaging with experienced mentors and judges provided insights into industry expectations and practices, expanding our professional network.

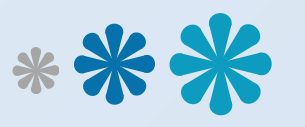
Saranya
B.S.A. Crescent Institute of Science & Technology, Chennai



and more!



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THANK YOU