

➤ Programmes Conducted:

1. Induction for Semester 5:

Date & Time: July, 25, 2025, 8:00 AM – 9:10 AM

Venue: Commerce Auditorium

Faculty Co-Ordinator: Dr. Mruga Joshi

Total Students Present: 40

- The Induction Programme for Semester 5 B.com students was conducted with the participation of 40 students.
- Dr. Mruga Joshi welcomed the students, emphasizing time management and active involvement in college activities.
- Dr. Ketan Shah, Head of the Department of Commerce, presented the academic plan, subjects, and examination schedule.
- The session concluded with a vote of thanks, setting a positive tone for the semester ahead.



Figure 1: Dr. Ketan Shah at Semester 5 Orientation



Figure 2: Dr. Ketan Shah & Dr. Mruga Joshi with Sem 5 batch

2. Induction for Semester 3:

Date & Time: July 25, 2025, 10:30 AM – 11:30 AM

Venue: Commerce Auditorium

Faculty Co-Ordinator: Dr. Swati Pathak

Total Students Present: 45

- The Semester 3 Induction Programme commenced with a welcome address by Dr. Swati Pathak, who emphasized the mantra of “Progress over Perfection” and encouraged students to maintain consistency in their efforts.
- She appreciated the academic progress of students in Semester 2 compared to Semester 1 and motivated them to believe in their potential.
- Dr. Ketan Shah, HOD of NLJCC, presented the academic structure for the semester, urging students to reduce screen time and focus on holistic development through extracurricular activities.

- The session concluded with a vote of thanks by Dr. Swati Pathak, acknowledging the enthusiastic participation of students and faculty.



Figure 1: Dr. Ketan Shah addressing Semester 3 Induction



Figure 2: Dr. Ketan Shah & Dr. Swati Pathak with Semester 3 batch

3. Induction for Semester 1:

Date & Time: July 10–12, 2025 (3-day Programme)

Venue: LJ Architecture Auditorium

Faculty Coordinators: Dr. Avani Vyas & CMA Nivedita Pithwa

Total Students Present: 160



Day 1 – Induction Meet (11 July, 2025)

- Participants: 160
- Inaugural address by Dr. Avani Vyas.
- Academic orientation by Dr. Ketan Shah.
- Clubs introduction by Dr. Mruga Joshi.
- Address by Dr. Viral Shah, Principal & Director.
- Vote of thanks by CMA Nivedita Pithwa.

Day 2 – Guest Lecture (12 July, 2025)

- Participants: 160
- Guest lecture by Ms. Dhvani Joshi Pandya.
- Motivational talk, mindset exercises, and creative activities.

Day 3 – Fun Activities (13 July, 2025)

- Participants: 130 (13 teams × 10 students).
- Activities: Scavenger Hunt, Tug of War, “Zoom In Zoom Out.”
- Winners felicitated and session ended with refreshments.



Figure 1: NLJCC Faculty staff with Semester 1 batch

Figure 2: Faculty staff with student volunteer team





Figure 3: Poster of Day 2 of the Induction program of Semester 1

Figure 4: Day 2 semester 1 induction workshop glimpse



Flyer and glimpses of Day 3 of Semester 1 Induction program

4. Tiny Actions, Gigantic Ripples:

Date: 11th August 2025

Time: 9:30 AM to 11:00 AM

Venue: NLJCC AUDITORIUM

Facilitated by: Dr. Chandramauli Pathak

Resource Person: Dr. Ashish Agrawal

Institute Co-Ordinator: Dr. Mruga Joshi

Number of Participants: 33 (B. Com students)

Overview: The workshop Tiny Actions, Gigantic Ripples was conducted as an outcome-based, interactive session on the theme of Mindful Consumption. The objective was to create awareness among students about the importance of responsible consumption and its impact on environmental sustainability. A key activity of the workshop was a carbon footprint exercise, enabling participants to understand and reflect upon their daily lifestyle choices.

Highlights:

- All participants received certificates for completing the carbon footprint exercise.
- The session was interactive, engaging students through discussions, activities, and real-life examples.
- The workshop linked individual actions to broader environmental impacts, making the concept of mindful consumption clear and relatable.



Figure 2: Glimpses of the event "Tiny Action Gigantic Ripples"

5. Garba Workshop (Spotlight Players Club – B. Com)

Date & Duration: 19th – 21st August 2025, 11:45 AM to 01:45 PM

Venue: B.Sc. Basement

Faculty Co-Ordinator's: Dr. Mayuri Thakar & Prof. Nivedita Pithwa

Resource Person: Mr. Aarjav Shah (Professional Choreographer)

Participants: 23 students, 2 faculty members, 1 non-teaching staff

Objective: To promote folk culture, enhance rhythm and coordination, and prepare students for intercollegiate competitions

Highlight: Students gained hands-on training in Garba styles and group synchronization, boosting cultural pride, stage confidence, and teamwork as part of **Kalanjali 2025** preparations.



Figure 1: Flyer for Garba Workshop



Figure 2: Participants of Garba Workshop with choreographer

6. Theatre Workshop (Spotlight Players Club – B. Com)

Faculty/Coordinator: Dr. Mayuri Thakar & CMA Nivedita Pithva

Date & Duration: 25th August 2025 to 28th August 2025, 11:45 a.m. onwards

Objectives of the Activity:

- Develop students' acting skills, stage presence, and confidence.
- Nurture creativity and emotional expression through theatre.
- Enhance communication skills through voice modulation and body language.
- Identify and prepare students for upcoming intercollegiate theatre/drama competitions.

Highlights:

- Conducted at NLJCC Basement as part of Kalanjali 2025.
- Guided by theatre expert Mr. Heet Trivedi.
- Focused on acting skills, improvisation, stage presence, and expressive communication.
- Exercises included voice modulation, body language, improvisational activities, and emotional expression techniques.



Figure 1: Flyer for the Theater Workshop



Figure 2: Participants of Theater Workshop

7. WORKSHOP: SELF DEFENCE IS NOT A CHOICE, IT IS A RESPONSIBILITY

Date: 30th August, 2025

Time: 11:00 am to 1:00 pm

Facilitated By: FSAI Ahmedabad chapter

Venue: LJ LAW Auditorium

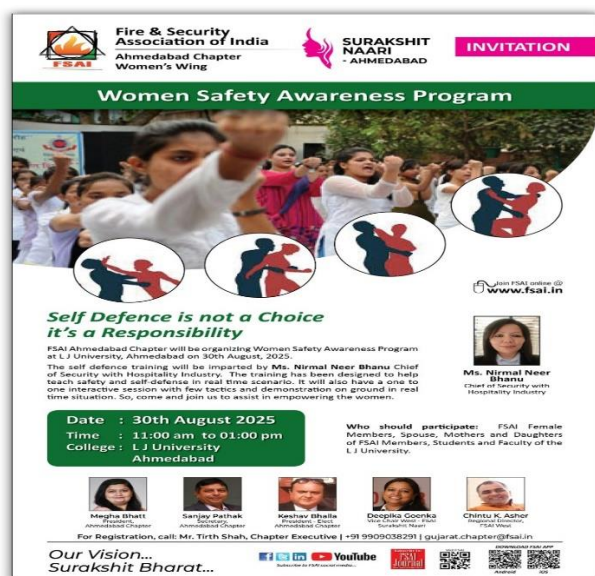
Faculty Co-Ordinator: Dr. Mruga Joshi & Dr. Swati Pathak

Objectives:

- To raise awareness among female students about personal safety and security.
- To provide practical self-defense techniques that are simple and effective.
- To empower female students to take responsibility for their own safety.
- To inspire confidence, alertness, and proactive measures in potentially unsafe situations.

Highlights:

- Conducted under FSAI Ahmedabad Chapter in collaboration with LJ University.
- Led by Ms. Megha Bhatt, with expert demonstration by Ms. Nirmal Neer Bhanu.
- Female students learned practical self-defense techniques and strategies for personal safety.
- Focus on awareness, vigilance, and building confidence to handle challenging situations.



Flyer and glimpses of Self Defense workshop

8. Literary Events – Kalanjali 2025 (Elocution, Debate & Quiz)

Faculty Coordinators: Dr. Mayuri Thakar & Prof. Nivedita Patwa

Venue: Law Auditorium

Day 1 – 8th September 2025: Elocution

Time: 11:00 a.m. onwards

Participants: Multiple institutes including NLJCC, Pharmacy, IMBA, BSc, Media, MBA, MCA, EFB, Engineering (approx. 25–30 participants)

Judges: Mr. Darshan Govda & Dr. Sneha Tripathi

Highlights: Participants spoke for 4–5 minutes on assigned topics, judged on clarity, content, language, confidence, and presentation. Topics were shared a day prior.

Day 2 – 9th September 2025: Debate & Quiz

➤ Debate (Morning Session)

Time: 10:00 a.m. onwards

Participants: Teams from multiple institutes, 2 participants per team (approx. 20 participants)

Judges: Mr. Darshan Govda & Dr. Sneha Tripathi

Highlights: Teams debated for and against assigned motions with logical reasoning and evidence-backed arguments.

➤ Quiz (Afternoon Session)

Time: 1:00 p.m. onwards

Participants: Multiple institutes (approx. 20–25 participants)

Highlights: Written prelims followed by oral and audio-visual final. Covered general knowledge, current affairs, literature, and logical reasoning. Scoring included +10 for correct answers and negative marking in rapid-fire round.

Mode of Participation: Offline

Learning Outcomes Achieved:

- Developed oratory, analytical, and critical thinking skills
- Enhanced confidence, team spirit, and spontaneous communication
- Cultivated awareness of current issues and social responsibility
- Encouraged healthy inter-collegiate competition and creative expression



Glimpses of Literary Competitions hosted by NLJCC

9. NLJCC Talent Fest 3.0 (Think Tank Club – B. Com)

Name of the Faculty/Coordinator: Dr Mruga Joshi & Prof. Shreyansh Khatri

Date & Duration of the Activity: Date(s): 12th September 2025 to 13th September 2025

Outcome of the Event:

Day 1: Talent Fest 3.0 kicked off with vibrant energy at the NLJCC Auditorium, featuring three engaging quiz competitions: the **IPL Quiz**, the **Sustainathon Quiz** based on the UN's Sustainable Development Goals, and a **MATH Quiz** for Logical Reasoning. Each quiz followed a three-round format: an online elimination, a scoring round, and a rapid-fire finale. Promoting the theme of sustainability, eco-friendly prizes like glass bottles, rice husk mugs, and plantable seed pens were awarded.



Poster and glimpses of Day 1 of the event

Day 2 featured an **educational site visit facilitated by the CATCH Foundation**. Students explored urban forest restoration and climate action efforts, gaining hands-on experience in sustainability practices. The visit deepened their understanding of environmental challenges and highlighted the impact of grassroots initiatives in building a greener future.



Educational site visit poster and glimpses



Participants planting trees with scientific methods



Faculty giving Letter of Appreciation to Mr. Yash from CATCH FOUNDATION

10. ARENA SHOWDOWN (Verbal Arena Club: B. Com)

Activity Title: Arena Showdown

Organized by: Verbal Arena Club

Date: 23/09/2025

Duration: 09:00 am to 12:30 pm

Venue: NLJCC Auditorium

Faculty/Coordinator: Dr. Swati Pathak & Dr. Avani Vyas

Mode of Participation: offline

Goal: To provide an exciting platform for students to showcase their quick thinking, creativity, and communication skills.

Games Conducted: The event featured three games:

1. **Fact or Filter:** Teams judged if a statement was FACT (true) or FILTER (false, biased, or misleading).
 - Topics included Bollywood, Marvels, general knowledge, and sports.
 - Scoring: +10 for correct, -5 for wrong, 0 for skips, and a -5 penalty for out-of-turn answers.
2. **Pic-A-Boo:** A visual challenge where teams guessed pictures (memes, Bollywood posters, cropped celebrity eyes) within two minutes.
 - Scoring: +10 for correct, 0 for skips, and a -5 penalty for shouting answers before turn.
1. **Catch the Clue:** A Taboo-style word-guessing game where one player gave verbal clues without using forbidden keywords.
 - Teams had three minutes to solve up to 15 words.
 - Scoring: +10 for correct, -5 for using a Taboo word, 0 for skips, and a +10 bonus for guessing all 15 words.

Participation and Impact

- Involvement: 85 students and 04 faculties were involved.
- The event saw energetic participation from students across departments.
- The games encouraged team spirit, media literacy, observation, and communication skills.
- The lively atmosphere kept both participants and the audience engaged throughout.

Learning Outcomes

- Media Literacy & Critical Thinking were enhanced, as students learned to distinguish between factual and misleading information.
- Participants improved Visual Literacy & Quick Recall, developing sharper observation skills and the ability to decode visual cues effectively.
- Vocabulary & Communication Skills were strengthened through clue-based games, enriching vocabulary and improving clarity of expression.
- Teamwork & Collaboration were fostered through group activities.



11. T.I.M.E WORKSHOP:

Title of the Activity: Blue Points of Top-B Schools & Profile Enhancement

Date & Duration: August 30, 2025 (Duration: 9:00 AM – 11:00 PM)

Faculty / Coordinator: Prof. Shreyansh Khatri

External Resource Person: Mr. William, Mr. Ashish (One from IIM Kolkata – T.I.M.E. Group)

Invited Speaker/Dignitary: Mr. Satish, Wilson L.G. (Alumnus, IIM Calcutta)

Internal Participation: 3 Faculties, 50 Students

Key Objectives: To raise awareness of LinkedIn's importance for professional networking, guide students on creating profiles relevant for CAT preparation, and introduce strategies for career planning.

Highlights: Informative presentation by resource persons on the T.I.M.E. Group's role in MBA preparation, sharing IIM success stories, and emphasizing the importance of a strong LinkedIn profile for career opportunities. The session was interactive. Students gained understanding of: LinkedIn's value in professional growth; T.I.M.E. support for CAT aspirants; the process of building a strong LinkedIn profile; and clarification on CAT preparation and post-MBA careers.

12. Green Foot Print: Walk Green, Live Green, Leave green Footprints:

Event Title: Green Initiatives: Plantation Drive

Date: 5th June 2025

Occasion: World Environment Day

Venue: Parking Land, LJ Commerce Campus

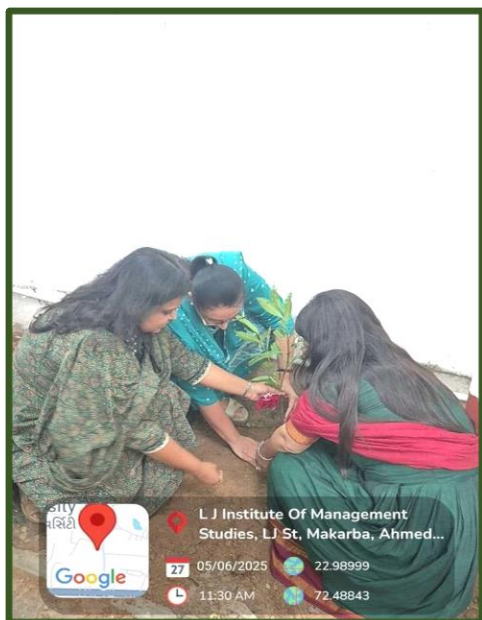
Objectives:

- To celebrate World Environment Day with a sustainable and practical approach.
- To create awareness among students and faculty about organic farming and eco-friendly practices.
- To promote hands-on participation in green activities by involving stakeholders in plantation work.
- To sensitize the campus community toward land management and the long-term value of green initiatives.

Event Highlights:

The School of Commerce organized a meaningful event on 5th June 2024 to commemorate World Environment Day through a vibrant plantation drive titled Green Initiatives. The event took place at the designated parking land of LJ Commerce, a site known for its long-standing commitment to organic agriculture and natural farming practices.

Under the expert guidance of Mr. Anil Patel, a specialist in land management, and Mr. Kalpesh Patel, traditionally ancillary staff at New LJ commerce College, a farmer at heart, students and faculty actively participated in planting a variety of saplings. These included flowering plants, fruit-bearing trees, and vegetable species, reflecting a biodiverse approach to greening the campus.



❖ Industrial Visit:

Title of the Activity: CHURN THE SUNLIGHT

Faculty Coordinators: Dr. Swati Pathak, Dr. Maulin Shah

Date of the Activity: 20th September 2025

Duration/Time: 8:00 AM to 9:00 PM

Number of Participants: 136

Number of Faculties Involved: 4

The visit to Corwind Renergy provided valuable insights into the company's background and solar energy solutions. Initially starting as Sunflower Renewable Energy in 2016, the company had completed 100 projects with a total installed capacity of 300 kW across Gujarat by 2018. By 2020, they became a brand distributor for Adani and had executed 2000+ kW solar projects by 2023.

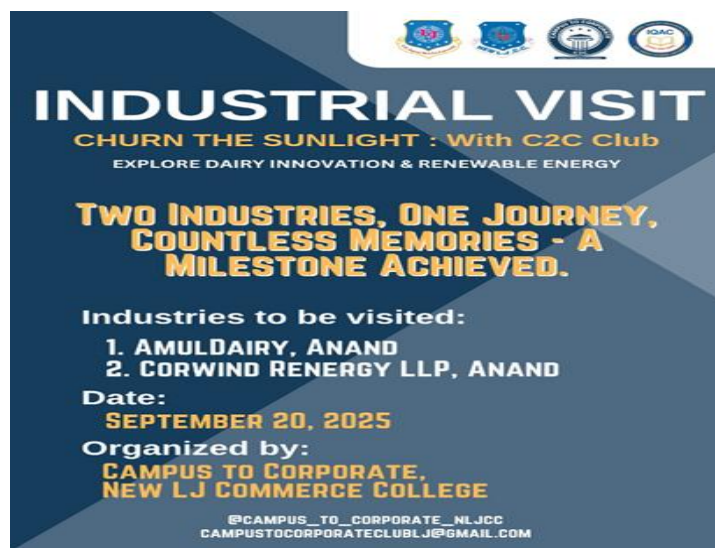
The visit covered government schemes for farmers related to solar energy adoption, technical explanations of grid, hybrid, and off-grid solar systems, and industry insights into solar modules and inverters. Students also had the opportunity for interactive Q&A, clarifying their concepts on solar energy systems, including benefits, pros, and cons. A video showcasing WAREE Solar's manufacturing process further enhanced their understanding.

During our industrial visit to Amul's mother plant, which was established in 1946, we learned about its remarkable growth into Asia's largest dairy cooperative. Amul produces more than 800 products, including 102 varieties of chocolates, different types of ice creams, and even a special desi chocolate designed for government Anganwadis. The production process involves chilling milk at 4°C and pasteurizing it to eliminate bacterial activity, after which the cream is separated and standardized to maintain consistent quality.

Amul offers different milk variants such as Amul Gold with 6% fat and Tea Special with 4% fat. Its most popular product is butter, while buffalo milk and milk powder also form a significant part of its production. The company

ensures strict quality checks through seven laboratories and exports to over 50 countries. Importantly, Amul follows a cooperative model where farmers receive profits based on the fat content of their milk, reflecting its commitment to both global excellence and farmer welfare.

About 70 students gave the feedback about their visit to Anand. Students expressed that they thoroughly enjoyed the visit, especially the memorable bus trip to Anand. The presentation at Corwind provided clear insights into solar power, its impact in India, and global aspects like export-import logistics. The Amul visit was engaging and informative, showcasing large-scale production and cooperative success. Overall, the administration, faculty, and club management organized the visit excellently and also advised students on future industry visits.



Glimpse and poster of Industrial Visit

❖ Value added Course: Practical Digital Marketing Workshop

Course Title: A Practical Digital Marketing Workshop

Organized By: New LJ Commerce College

Course Duration: 9 Days (17th September, to 25th September, 2025)

Time: 9:00 AM onwards (Daily 3 hours)

Total Hours: 21 hours including exam

Venue: New L J Commerce College Auditorium

Expert Trainer: Mr. Bhargav Trivedi, Director, Gravity Marketing

Overview: This intensive, "Practical Digital Marketing Workshop" was designed as a crucial Value-Added Course for students and professionals seeking to master essential skills for the modern digital economy. Hosted by New LJ Commerce College (LJKU), this workshop focused on hands-on application and real-world strategies.

- Upon successful completion of the workshop, participants will be able to:
- Understand the core concepts and latest trends in the digital marketing landscape.
- Develop basic strategies for Search Engine Optimization (SEO) and Social Media Marketing (SMM).
- Apply practical tools and techniques for content creation and distribution.
- Measure and analyze the performance of digital marketing campaigns.



Poster of the Value added course on DM & the subject expert



Glimpses of the Value-added Course on Digital Marketing