



# GUJRANWALA GURU NANAK KHALSA COLLEGE

## CIVIL LINES, LUDHIANA



Affiliated to Panjab University, Multi-Faculty, Postgraduate & Co-Educational College

Ph: 0161-5211980

Website: [www.ggnkcl.com](http://www.ggnkcl.com)

Email: [ggnkcl@rediffmail.com](mailto:ggnkcl@rediffmail.com)

### PG DEPARTMENT OF COMMERCE

Organises

# COMM-INFUSION 2024

## October 08, 2024 (Tuesday)

Invites for

### INTER-COLLEGE COMPETITION

Scan QR-Code  
For Registration



For Registration  
Kindly fill the further  
details till 25 Sept.

2024:

<https://forms.gle/pHSR8G7WCvjBJ41P6>

- **COMMERCE QUIZ**
- **EXTEMPORE**
- **COLLAGE MAKING RELATED TO ECONOMY**
- **CARTOONING FOR BUSINESS WORLD**
- **AD MAD SHOW**
- **CASE STUDY**
- **BIZ POSTER**
- **LOGO DESIGNING WITH RANGOLI COLOURS**

**Dr. S. P. Singh S. Harsharan Singh Narula**

President

Hon. Gen. Secy.

Gujranwala Khalsa Educational Council

**Dr. Arvinder Singh**

Principal

Gujranwala Guru Nanak Khalsa College  
Ludhiana

**Dr. Deepak Walia**

H.O.D/Director

M: 95016-00929

**Dr. Munisha**

Organising Secretary

M: 95015-77155

**Dr. Manpreet Kaur**

Co-Organising Secretary

M: 98554-51313



## About the College

**Gujranwala Guru Nanak Khalsa College, Ludhiana** was originally established in 1917 at Gujranwala (Pakistan) as **Guru Nanak Khalsa College, Gujranwala**. After the partition the college was re-established in Ludhiana, India in 1953. It has now grown into a front rank college affiliated to **Panjab University, Chandigarh**. The college imparts education in the faculties of **Humanities, Science, Commerce and Computer Science**.

**The college offers:**

**Under Graduate Courses: B.A., B.Com., B.Sc. (Non Medical), B.C.A.**

**Post Graduate Courses: M.A.(English), M.A.(Pbi), M.Com., PGDCA**

**Add On Courses/Vocational Subjects: Bank Management, Foreign Trade Practices & Procedures, Advertising Sales Promotions & Sales Management.**

**Microsoft Certificate Courses: Artificial Intelligence, Data Science and Analytics, Low Code/No Code Application Development, Internet of Things, Cloud Computing.**

**ISO Certificate Courses: Basic Computing, Website Designing.**

The college has well equipped modern laboratories, computerized library, conference room, and smart class rooms with audio-visual facilities, wherein seminars and extension lectures are organized regularly. Fully Wi-Fi campus, well maintained cafeteria, industrial visits and interactive teaching methodology by highly qualified and proficient faculty members make our institute a much sought after college of Ludhiana metropolises.

## About the PG Department of Commerce

The **Post Graduate Department of Commerce, Gujranwala Guru Nanak Khalsa College, Civil Lines, Ludhiana** was established in 1981 with Under-Graduate Course. Subsequently in 2001, the department got approval from Panjab University to run Post- Graduate course and Bank Management add on course later on. Since then it has been functioning as premier department imparting quality education to regular students of the college. The Department has been preparing the students on professional grounds for their immediate absorption in the industrial set up and touching the peaks of success in organizing National, International Conferences, Seminars, Webinars and Extension Lectures etc. All the faculty members are enthusiastic to organize and ensure effective participation in cultural activities and undertaking social pursuits for the help of the mankind. Organizing educational as well as excursion trips is the permanent feature of the department which facilitates the holistic development of the students at large.

Above all, the department is excelling in academic results with university positions and brings laurels to the name of the institution. This time “**Comm-Courage 2024**” is just an endeavor to provide motivation and to boost the morale of the students.



# GUIDELINES

## AD – MAD SHOW

1. Each team shall comprise of 4-6 participants only.
2. Each college shall represent 1 team.
3. The maximum time allotted for each ad enactment would be 2 minutes.
4. Teams will be required to create a punch line for their advertisement.
5. Use of any form of offensive language or content shall be prohibited.
6. English, Punjabi or Hindi languages shall be allowed to promote any of the product.
7. Judgments will be based on how the team presents the ad through expressing the punch line and performance.

**Dr. Manpreet Kaur**

Activity Incharge

M: 98554-51313

## CASE STUDY

1. Team shall consist of 2 participants who will perform individually.
2. Case study of recent real business will be given to the students to come up with the feasible solution of the problems involved.
3. Time allowed shall be 45 minutes.
4. The word limit shall be within 400- 500 words.
5. Language to be used shall be strictly English.

**Prof. Sarabjeet Kaur**

Activity Incharge

M: 81463-91166

## EXTEMPORE

1. Team shall consist of 2 participants who will perform individually.
2. Topic of extempore will relate to business environment and be conveyed 5 minutes prior to the competition.
3. Language to be used shall be strictly English.

**Prof. Palak Kalra**

Activity Incharge

M: 88726-04488

## LOGO DESIGNING WITH RANGOLI COLOURS

1. Team shall consist of 2 participants who will perform individually.
2. Topic of rangoli will be conveyed on the spot.
3. Each participant will be given 2 hours.
4. Participants will bring their own material.
5. 3'x3' space will be made available for preparation of rangoli pattern.
6. Only dry material of colors shall be allowed.
7. Participants should not deviate from actual logo of the company/Industry.

**Prof. Monika**

Activity Incharge

M: 88377-03177

## COLLAGE MAKING RELATED TO ECONOMY

1. Team shall consist of 2 participants who will perform individually.
2. The topic will relate to global market and given before the activity.
3. Cutting of material with an instrument shall be allowed. However, tearing of material to make pieces would be appreciated.
4. Use of waste material shall be allowed.
5. Dry type of base is allowed.
6. Use of pen/pencil for calligraphic work shall not be allowed.
7. Participants are required to bring their own sheet of A3 size, scissors and other material.
8. Duration will not be more than 1 hours 30 minutes.
9. Collage has to be prepared from printed (Magazines , Newspaper etc.) material .

**Prof. Harsimran Singh**

Activity Incharge

M: 98149-72721

**Prof. Maninder Singh**

Activity Incharge

M: 85669-72116





# GUIDELINES

## Cartooning for Business World

1. Team shall consist of 2 participants who will perform individually.
2. Participants shall bring their own material.
3. Time allowed will be 1 hour 30 minutes.
4. Topic of cartooning will relate to business world.
5. No mobile or internet means would be allowed to use at the time of competition.
6. Use of any form of offensive language or content is prohibited.
7. English, Punjabi or Hindi languages shall be allowed.

**Prof. Harsimran Singh**

Activity Incharge  
M: 98149-72721

**Prof. Maninder Singh**

Activity Incharge  
M: 85669-72116

## Commerce Quiz

1. Each College will be represented by one team comprising maximum of 3 participants.
2. Questions will broadly cover the following fields :
  - (A) Marketing
  - (B) Management
  - (C) Banking
  - (D) Taglines, CEO's / Founders
  - (E) Abbreviations/ Fullforms
  - (F) Current Affairs : National As Well As International
3. Each team will answer questions collectively.
4. Teams will be asked questions in the order they are seated.
5. Each team will be given fifteen seconds to answer a question. Measurement of time will start the moment Quiz Master completes a question.
6. Quiz master will prescribe marks for a correct answer.
7. The first reply of a team will be considered final. Each correct answer will be credited with 10 points.
8. Unanswered questions/ incorrect answers will be passed and 5 grace points for the same will be credited.
9. In case of a tie, teams will be given a set of three questions each covering the already specified fields.
10. Decision of Quiz Master will be final.

**Prof. Lovepreet Chaudhrey**

Activity Incharge  
M: 98885-52544

**Dr. Jagkiran Kaur**

Activity Incharge  
M: 70099-47807

## Biz Poster

1. Team shall consist of 2 participants who will perform individually.
2. Participants shall bring their own material such as A3 size sheets, brushes, colours (any) etc.
3. Time allowed will be 2 hours.
4. Item will be conducted on the spot and participants will be required to compose a poster on a given subject.
5. Pasting of extra material would not be appreciated.
6. English, Punjabi or Hindi languages shall be allowed.

**Prof. Harsimran Singh**

Activity Incharge  
M: 98149-72721

**Prof. Maninder Singh**

Activity Incharge  
M: 85669-72116

**\*The presentation/opinion/outcome of any of the activity should be free from Religion, Caste/Antinational/Gender biases.**

**\*The decision of the jury will be final.**

## ORGANISING TEAM

1. Prof. Harsimran Singh

2. Dr. Jagkiran Kaur

3. Prof. Lovepreet Chaudhrey

4. Prof. Sarabjit Kaur

5. Prof. Maninder Singh

6. Prof. Monika

7. Prof. Palak Kalra

