

POWERPOINT PRESENTATION COMPETITION UNION BUDGET 2026

The Department of Commerce, Babbar Akali Memorial Khalsa College, Garhshankar, in collaboration with the Institution's Innovation Council (IIC), organized a PowerPoint Presentation Competition on the theme "Union Budget 2026" on 7th February 2026.

The event was conducted under the guidance of Dr. Amandeep Heera, Principal and Prof. Kanwar Kulwant Singh, Head of the Department of Commerce. The objective of the competition was to enhance students' analytical abilities and deepen their understanding of the key highlights and implications of the Union Budget 2026.

The presentations were evaluated by Dr. Gurpreet Singh and Dr. Ajay Dutta IIC President, who served as the Judges for the competition. Dr. Singh appreciated the efforts of the participants and shared valuable insights regarding technical aspects of presentation skills, content organization, data interpretation, clarity, and effective use of visuals. His constructive feedback helped students understand areas of improvement and professional presentation standards. He also announced the results and congratulated the winners.

On this occasion, Dr. Amandeep Heera, Principal, congratulated all the participants and appreciated the efforts of the Department of Commerce for organizing such an informative and academically enriching event. She encouraged students to actively participate in similar activities to enhance their knowledge and confidence.

Prof. Kanwar Kulwant Singh, Head of the Department, also shared positive feedback about the quality of presentations and expressed satisfaction over the enthusiastic participation

of students. He motivated the students to continue exploring contemporary economic issues.

The competition concluded on a successful note with a vote of thanks to the Principal, Judge, faculty members, and students for making the event meaningful and impactful. Overall, the programme proved to be highly informative, interactive, and beneficial for the students of Commerce.

Workshop on Effective Sales and Marketing Strategies

The Department of Commerce of Babbar Akali Memorial Khalsa College, Garhshankar, in collaboration with the Institution's Innovation Council (IIC), organized a workshop on Effective Sales and Marketing Strategies on 24th January 2025. The workshop was conducted under the able guidance and encouragement of the respected Principal, Dr. Amandeep Heera, who always emphasizes skill-based and industry-oriented learning for students.

Resource Person

The workshop was conducted by Prof. Gurjinder Kaur, who delivered an insightful session on effective sales and marketing strategies, with special reference to startups. She explained how innovative marketing approaches and strong sales techniques are essential for the growth and sustainability of new business ventures.

Objectives of the Workshop

- To provide practical exposure to sales and marketing

concepts

- To understand challenges faced by startups in competitive markets
- To connect theoretical knowledge with real-life business practices
- To promote innovation and entrepreneurial skills among students

Key Topics Discussed

The resource person discussed various important strategies, including:

- Concept and importance of sales and marketing
- Marketing strategies for startups
- Customer acquisition and retention
- Branding, pricing, and promotional strategies
- Role of digital and social media marketing
- Understanding consumer behavior and market segmentation
- Importance of innovation in marketing decisions

Real-life startup examples were shared to make the session more practical and engaging.

Participation and Interaction

Students from the Department of Commerce actively participated in the workshop. The session was interactive, and students raised queries related to marketing challenges, startup growth, and sales techniques. The question-answer session added great value to the learning experience.

Outcome of the Workshop

- Enhanced practical understanding of sales and marketing strategies
- Improved awareness of startup-oriented marketing techniques
- Encouraged entrepreneurial thinking among students
- Better understanding of real-world business applications

Conclusion

The workshop was highly informative and successful. The guidance and support of Principal Dr. Amandeep Heera played a vital role in organizing the event smoothly. The Department of Commerce and IIC deserve appreciation for arranging such a meaningful academic activity. The session by Prof. Gurjinder Kaur greatly enriched the knowledge of students and contributed to their overall development.