

AAMDANI-



The Finance and Investment Cell

About The Society

AAMDANI, The Finance and Investment cell of Janki Devi Memorial College has a vision to create a group of incredible women with strong business acumen by imparting a blend of academic and practical knowledge of finance to university students. Since 2016, society has been divided into groups of individuals who contribute their interpersonal skills to run it.

Name of the Convenors: Dr. Trisha Jolly and Ms. Sakshi Bansal

Student office bearers, 2023-24

President: Vidhi Choudhary (III year)

Vice President: Srishti Saluja (III year)

General Secretary: Aarushi (II year)

Treasurer: Asmita Chaturvedi (II years)

Media & Marketing Heads: Swati Meena (III year), Prachi Gupta (II year)

Content & Creative Heads: Anika Agarwal (III year), Keira Chhetri (III year)

Operation Heads: Anushri Saxena (II year), Sukriti Negi (II year)

Sponsorship Heads: Stuti Lamba (III year), Harshita Satyawali (II year)

REPORT 2023-24

REPORT: ANNUAL FLAGSHIP INTRA-COLLEGE EVENT: FINTASTIC'24

"You don't make money by following the rules, you make money by making the rules".

-Harshad Mehta

FINTASTIC: The **annual flagship event** of **AAMDANI**: **THE FINANCE AND INVESTMENT CELL**, a culmination of financial intellect and prowess, was held at JANKI **DEVI MEMORIAL COLLEGE, UNIVERSITY OF DELHI** on the 15th and 16th of April. This event provided a platform for finance enthusiasts to showcase their knowledge, skills, and innovative ideas.

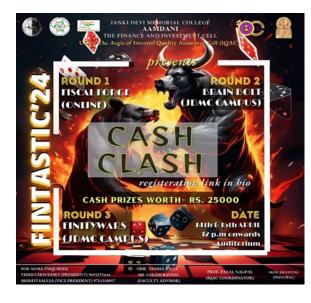
Two prominent competitions, **FINTOPIA and CASH CLASH**, took centre stage, each comprising three rounds of intense competition. Post the online preliminary round, both the competition's further rounds were held on the campus on 15 April 2024. **Fintopia** was an exhilarating journey of finance riddles, a financial feud and at last a financial Pictionary. **Cash Clash** tested the financial acumen of participants with a case study and a quiz only to decide the winner with a life-size monopoly game. Alongside these amazing competitions, the fest also included beautiful stalls like tasty brownies, beautiful crochets and fun games to name a few. The first day of the event culminated with handing over prizes to the best members of the fest.

The second day consisted of three prolific speakers, **MR. JEENENDRA ANAND, MR. ATUL SAXENA AND MR. PRAVEEN KUMAR** who have been game-changers in their respective fields

Overall, the **Fintastic** was a resounding success, a testament to the enthusiasm, talent, and dedication of all participants, organizers, and sponsors involved in making it a memorable event.

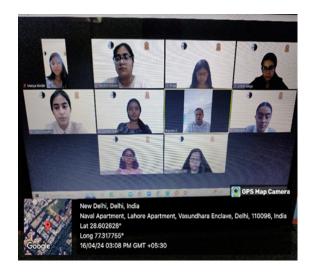










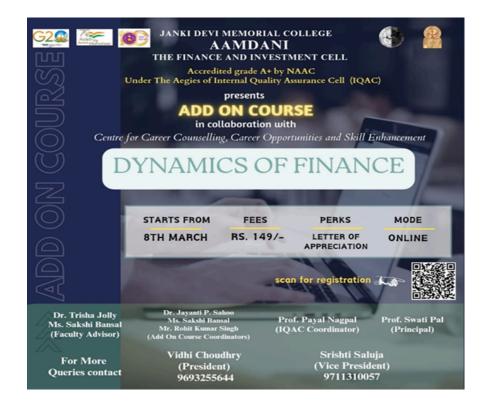


REPORT: ADD ON COURSE: DYNAMIC OF FINANCE

"Investing in knowledge pays the best interest." - Benjamin Franklin

With this aim in mind, **Aamdani: The Finance and Investment Cell** of **Janki Devi Memorial College**, hosted an enriching course titled **"Dynamics of Finance"** from March 7th to March 24th through online mode. This course was attended by 37 enthusiastic students, and aimed to demystify finance-related concepts and equip participants with foundational knowledge. Guided by Anika Agarwal, Sukriti Negi, and Anushri Saxena, students delved into topics such as financial markets, elements of finance, and monetary policies. Anika, Sukriti, and Anushri leveraging their respective academic backgrounds in B.Com (Hons), B.Com (Prog), and Mathematics (Hons), shared their expertise and facilitated engaging discussions. The course was provided at a minimal fee of Rs.149.

Throughout the course, students explored the mechanisms driving financial markets and gained insights into how monetary policies influence economic dynamics. In addition to interactive sessions, the course included assignments and case studies to reinforce learning and deepen understanding of concepts. These practical exercises provided students with opportunities to apply theoretical knowledge to real-world scenarios, enabling them to develop critical thinking and analytical skills. Feedback from participants was overwhelmingly positive, with students expressing gratitude for the clarity and accessibility of the content. They commended the resource persons for their adeptness in simplifying complex concepts, making the learning experience enjoyable and rewarding. Overall, the Dynamics of Finance course served as a valuable platform for students to enhance their understanding of finance and cultivate essential skills for future endeavours.



REPORT: SEMINAR: DIGITAL MARKETING 101

Aamdani- The Finance and Investment Cell of Janki Devi Memorial College, University of Delhi organized a highly enriching masterclass-based session with IIDE-The Digital School as Mr. Akash Gogri being the resource person on the topic 'Digital Marketing 101' on 13th March 2024 in room no. 67. Approximately seventy students observe lively discussions about digital marketing.

The session was delivered with the help of an engaging presentation through the smart board that was designed to allow participants to learn the concepts in real-time. It was headed by apprising students about the significance of online presence and the importance of technology. A comprehensive overview of the operations of digital marketing was provided using the example of Netflix. The thought-provoking and brainstorming session provided valuable practical knowledge.

The session was concluded by introducing the attendees to the internship opportunity by **IIDE- The Digital School** and explaining to the students the industry of digital marketing that is constantly evolving, and young students must understand the latest trends and techniques to clinch better opportunities in the dynamic world. Students also enjoyed the session on digital marketing and got the chance to learn many uses of social media and digital tools.





REPORT: SEMINAR: INVESTMENT AWARENESS AND FINANCIAL PLANNING

AAMDANI: The Finance and Investment Cell of Janki Devi Memorial College organised a seminar regarding Investment Awareness and Financial Planning with National Stock Exchange and Securities Board of India under the guidance of Mr. Mohd Izhar Ul Islam, Deputy Manager at National Stock Exchange. The seminar was organised on 4th March 2024 in Room no.67 from 12 pm to 1:00 pm. Around 60 students participated in this seminar. The session was delivered with the help of an engaging presentation through the smart board. The seminar began with Mr. Mohd introducing us to money and the value of money. Then we moved to financial planning where sir told us step by step why is financial planning necessary and how can we do it. Then he introduced us to the PEG (Profit Equity Growth) ratio which is necessary for any company analysis before investing. Then sir briefed us about mutual funds how they are the safest form of investment nowadays and how easy it is to invest in them. Then he told us about ETFs (Exchange Traded Funds) and SGBS (sovereign gold bond scheme). The session ended with sir informing us about the Saarthi app and SEBI website if we wish to know more about the same. The session wass very interactive with sir asking us questions in between and at the end of the session he also awarded prizes to those who gave correct answers. The students also felt delighted to get to know so much about stock markets and investment with engaging quiz sessions.



REPORT: SEMINAR: CAREER GUIDANCE

AAMDANI: The Finance and Investment cell of Janki Devi Memorial College organised a seminar regarding **CAREER GUIDANCE** under the guidance of **MS**. Priyadarshini, Assistant Manager who has 10 years and more of Professional Experience in counselling Client Management, an avid reader, fast learner and keen observer, leader with good communication skills, great Motivator with a good understanding of business culture.

The seminar was organised on 1st March 2024 in Room no.67 from 11:30 am to 1:00 pm. Around 60 students become part of this engaging session. The session was delivered with the help of a presentation through a smart board.

She gave students a great knowledge about aviation, hospitality, travel and tourism and customer service. She talked about the perks and the salaries they would get from these jobs and encouraged them to do their best in future. The participants were very delighted with the session.

GPS Map Camera



REPORT: FINQUEST: INTRA COLLEGE QUIZ COMPETITION

"Quizzes are more than tests; they're journeys where understanding surpasses memorisation."

Aamdani- The Finance and Investment Cell of **Janki Devi Memorial College** has always believed in the importance of financial knowledge in its community. By the financial literacy week, the society hereby organized an engaging quiz to empower its peers in economic domains. The event took place in room no. 49 on 15th February 2024. It began around 1:30 pm with the president, Vidhi Choudhary explaining the rules and assigning volunteers. There were 15 participants in the first round, where they had to make out the identities of prominent business figures based on audio clips and hints provided. 10 people qualified for the second round where they had to answer simple MCQs in 20 minutes. With two participants, Garima Gupta and Harshita Kumar both getting the same scores, an entertaining tiebreaker commenced. The tie was finally broken at the 4th question with Harshita Kumar from the economics department emerging as the winner. Everyone cheered for her and to celebrate a group picture was captured.

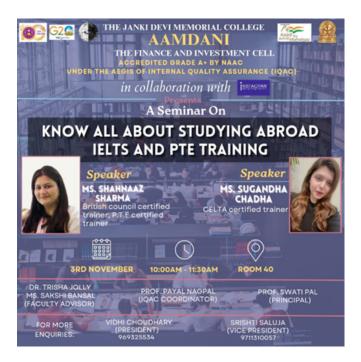
All in all, the session was a fun and enriching learning experience for both participants and organizers.





REPORT: SEMINAR: KNOW ALL ABOUT STUDYING ABROAD IELTS AND <u>PTE TRAINING</u>

Aamdani- The Finance and Investment Cell of Janki Devi Memorial College, successfully organized a seminar in collaboration with **INSTAGYAN** on the topic "Know All About Studying Abroad IELTS And PTE Training" on 3rd November 2023 in room no. 40. Around 60 students participated in this seminar. The seminar started by briefing the students about this leading institute's facilities like encouraging effective learning, using the latest teaching methodology, flexibility of online and offline modes of learning and comprehensive doubt-solving sessions offered to the learners. Students were then apprised of the key steps to be adopted to inculcate learning with the help of a smart board and other ICT tools. This was followed up by featuring renowned speakers Ms. Sugandha and Ms. Shehnaz who are experts in IELTS and PTE exam preparation. They shed light on various aspects of these multi-dimensional globally accepted exams, including the different sections, marking criteria, and effective strategies to avoid errors and score high. The seminar turned even more interactive when a few actual interview questions were asked to the students and they enthusiastically presented their thoughts about it. In the end, students were allowed to clarify their doubts and receive personalized advice on their preparation journey. Students were highly satisfied and provided positive feedback towards the seminar and showed keen interest towards organising more seminars like these. The seminar successfully achieved its goal of informing students of the IELTS and PTE exams and their various key aspects, enabling them to pursue their overseas education dreams.



REPORT: SEMINAR: DRIVING CHANGE WITH RESEARCH, ANALYTICS AND POLICY

"Information is the oil of the 21st century, and analytics is the combustion engine."

Data may bring about significant changes if used correctly, so it is critical to be aware of it. With this aim in mind, AAMDANI: The Finance and Investment Cell of Janki Devi Memorial College, University of Delhi successfully organised an interactive and enriching seminar on **October 18^{th,} 2023** in the seminar room on a highly empowering topic FEMPOWER: Driving Change with Research, Analytics and Policy. Ms Shikha Swaroop, the State Chair-Bihar at the Women Economic Forum, Labour Economist, and Senior Specialist at Gartner, EX – NSDC (Ministry of Skill Development and Entrepreneurship) graced the seminar as the resource person. Efficient usage of IT tools like laptops, mics, projectors and wires enhanced the learning experience. Around 60 participants attended the seminar. The participants were apprised about the plethora of courses, programs and events to upscale their personality and profile. There was sheer emphasis on the approach of integrating research, analytics and policy development to present oneself as a holistic and impactful individual. Ms. Shikha took all the queries and doubts of the students present there with great passion. Attendees expressed their satisfaction and appreciated the overall conduct of the seminar. The quality of the speakers and presenters was widely praised, with an average rating of 4.6 for the seminar. The feedback provided valuable insights for future improvement, reinforcing our commitment to delivering high-quality seminars that leave participants both satisfied and inspired.



REPORT: FINTIVIA: THE INTRA COLLEGE EVENT

It is rightly stated that "financial planning and discipline are the keys to one's financial freedom." With this aim in mind, Aamdani, the Finance and Investment Cell of Janki Devi Memorial College, organized 'Frintrivia: The Intra College Event' on October 4, 23 to celebrate the occasion of 'World Financial Planning Day'. One of the events organized under this was a case study competition, "Ace the Case," which was held in room 68 from 9:30 a.m. to 12 p.m. Qualifying teams participated in a quiz-based preliminary round, followed by a 40-minute final case study round. Out of 15 teams, only five made it to the finals, with Tanya and Gungun clinching first and Diya, Vanshika, and Jasmin second. To unleash the students' inner financial spirit, "Fingo" from **12 p.m. to 1 p.m.** in **room no. 68**, in which 24 students participated. Tanisha Batra and Jaiba Khatoon won first and second positions. An engaging seminar was also organized with Mr. Arunabh Uttkarsh on the topic 'Financial Odyssey: Crafting Your Winning Profile' at 1:30 p.m. in the seminar hall. The seminar was attended by 80 students, providing them with valuable information about career options and addressing their doubts about college, internships, and professional journeys. The objective of this whole event was to make them aware of the skills required for accessing their professional journeys and to give them exposure to practical knowledge of finance and investment through exciting games. Students also responded positively which can be noticed through feedback forms.





REPORT: "Discover Your True Career" Webinar

There is never just one thing that leads to success for anyone. I feel it is always a combination of passion, dedication, hard work, and being in the right place at the right time.

With this aim, **Aamdani: The Finance and Investment Cell** of **Janki Devi Memorial College** organized a webinar on "DISCOVERING YOUR TRUE CAREER" under the mentoring of **MR RAVISH VASAN**, the career coach at Career Design Hub and also the founder of Sattvam, promoting organic foods, on **12th August 2023**, from **3 pm to 4:30 pm** through a virtual platform. With roles at Car Dekho, PwC, and Acumen, he's driven by making meaningful changes. Ravish Vasan's passion lies in empowering individuals and building purpose-driven teams. In this session, he explained how one should discover a career and various techniques to get selected for the job. The main focus should be on goal setting, discovering your why, and proven methods to discover yourself. He talked about the Psychometric test (Assessment to evaluate your personality- career fit), Holland Code, and Ikigai. Further, he added how LINKEDIN, Resume and Email play a significant role in seeking a job. At last, he ends his session by taking students' doubts and clearing them.

