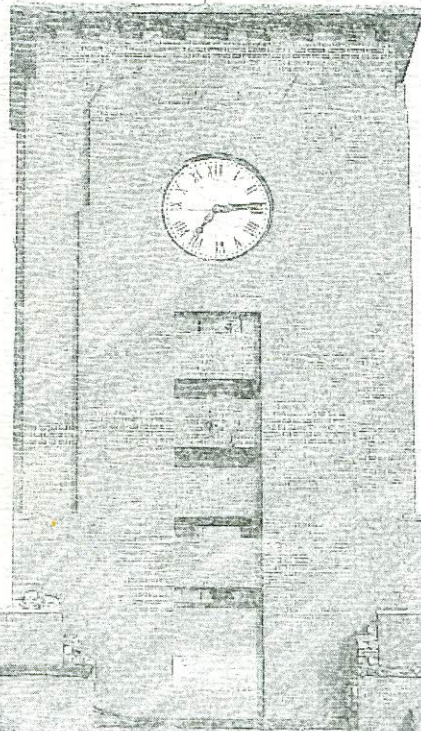




88th
Annual Report
2013-14



SHRI RAM COLLEGE OF COMMERCE

88TH Annual Report 2014

His Holiness the Dalai Lama, Shri Analjit Singh, Shri Ajay S. Shriram, distinguished members of the Governing Body, eminent alumni, all our respected guests, parents, my dear colleagues, students and friends,

Ladies and Gentlemen

Welcome to the 88th Annual Day of the College. On this auspicious March morning we intend to share with you our success stories, commemorate the achievements of the Shri Ram College of Commerce fraternity and leave with you a vision and a dream that this institution wants to give shape to. Your presence is a great source of self-belief that enables and inspires us to climb greater heights.

It is a great honour for all of us to be present in the august company of His Holiness, the 14th Dalai Lama, Tenzin Gyatso. He is known world-over as the Bodhisattva of compassion and the leading spiritual leader of Tibet. He has been carrying on a sustained mission for promoting the essential human values of love, compassion and tolerance, besides promotion of religious harmony and understanding among the world's major religions. He is committed to preserve Tibet's Buddhist culture. He was awarded the Nobel Peace Prize for his humanitarian vision and his non-violent struggle for the liberation of Tibet. We are humbled by his presence and we welcome him to our campus.

Our Guest of Honour today, is our own illustrious alumnus, Shri Analjit Singh, founder and Chairman of Max India Limited. An alumnus of SRCC, Shri Singh also holds an MBA from the Graduate School of Management, Boston University. A self-made entrepreneur, Shri Singh was awarded the Padma Bhushan, one of India's top civilian honours in 2011, and recently, Spain's second highest civilian honour, the Knight Commander of the Order of Queen Isabella. It gives us great pleasure to welcome him to his own college.


We are proud to be led by the dynamic and progressive vision of Shri Ajay S. Shriram, Chairman Governing Body, SRCC, which illuminates our path as we strive towards achieving excellence in all fields. His enlightened and liberal endeavours have manifest themselves in the unmatched facilities that the college provides to its students and faculty. His relentless furthering of appropriate infrastructural developments in the college reveal his definitive engagement with the college, the welfare of its students and most of all, the noble foundations upon which the college stands monumentally firm. We would like to express our sincere gratitude for his judicious leadership and pragmatic vision.

The peerless and inspiring foresight of our founder, Sir Shri Ram, a distinguished industrialist and an ardent philanthrope continues to guide our mission towards making education professionally valuable and relevant to the demands of the time. Possessing an analytical mind, and gifted with a knack for human relations, *Lalaji*, as he was fondly called, had a rather perceptive vision of business, defining it as a matter of "thinking, dreaming, imagining and working". Primarily intended as a Commercial College for boosting the business and professional skills of its students, the College has successfully taken up the challenges, cementing its position as the dream destination for all business and management aspirants from India and abroad.

The College has surged ahead upon the outstanding performance of our students who have proved their mettle in the University examinations and beyond, bringing laurels year after year. We shall honour our young achievers with medals and academic prizes in a short while. We extend heartiest congratulations to all our students who are constantly raring to march ahead infused with energy and enthusiasm. We applaud their hard work for they have made all of us justifiably proud.

We take this opportunity to cheer the students who have moved beyond the college corridors to the ones that make them tall in the world of leaders, our illustrious alumni, who have been trail blazers in every field that they have chosen to dedicate themselves. Even as we speak, with the nation once again standing on the threshold of change, our alumni are engaged in playing vital roles across various professions, disciplines, and indeed across





nations. Their continuing interest in their alma mater is amply indicated by their generous contributions towards upgrading the infrastructure of the college. The college is grateful for the respect and affection that our alumni perpetually shower upon us, and we are sure that they would continue to do so, by finding many more ways to enrich the institution.

As I present to you the eighty-eighth annual report of this eighty-eight years 'young' college, which is known as India's most respected college of Commerce, I take this opportunity to briefly walk you through its rigorous journey. Though it was started with the purpose of learning business practices in the country, over the years, our vision matured, our focus sharpened and our commitment towards imparting quality education got amply demonstrated. The essence of SRCC has consisted of these guiding principles:

We strive to lead

In our academic program and research endeavours, we are sworn to excellence. It is a passion, shared equally by the college faculty, students, and members of governing body, corporate sponsors and alumni. Through our various academic programmes, we nurture leaders and entrepreneurs of tomorrow who shape the destinies of organizations in the new millennium.

We have the best people

At SRCC, we have the best of both worlds: a world-class faculty, and dedicated students. We are privileged to have committed, award winning faculty, distinguished for their academic and administrative acumen, bringing the wealth of their consulting, research and policy-making experience into the classroom. This is perfectly complemented by the students who have great potential, hold diverse interests and are completely focused on what they want to achieve.

We have a bias towards action

With an unequivocal orientation towards practical and pragmatic thinking, our programmes build management initiative, responsibility and discipline. Our faculty members are actively associated with industry and contribute to contemporary research, while our students are guided to relate to current business practices and concerns. We insist on both conceptual rigour in analysis and pragmatism in action.

We continuously innovate

At SRCC, we learn from each other. As a direct result of this attitude to experimentation, SRCC has been a pace-setter for business practices in the country. Purely academic programmes are continuously monitored and improved upon, with inputs from students, alumni and industry.

We have a global focus

Education at SRCC has a well-rounded international perspective that imparts business skills and qualities to meet global needs. With the needs of an ever-changing world scenario, accelerated personal interactions, multicultural business environments, improvisation and innovation, SRCC is privileged to avail itself of the global opportunities and build on its reputation for excellence in business education. As the students, alumni and faculty will attest for, SRCC's reputation as a contemporary, real-world commerce-college is well earned. We are confident of engaging with the new world, with its endless possibilities, seeking new roles and new avenues to improve upon.

Visioning and Internationalization

Internationalization is to possess a perspective that transcends beyond the confines of national boundaries, be they geographical or otherwise. The main thrust of going international is to have a mental makeover of acceptance, inclusiveness and sensitivity. In addition, we strive to inculcate a knowledge system that is global so that our students can always benchmark themselves at a higher level of excellence. We stress the need for enriching opportunities through international collaborations in research, courses and executive programmes, intensive short-term programmes for students and cultural activities, improving the brand equity of SRCC among international recruiters. It also has the potential of enhancing our research output in tier-I refereed journals. This is reflected in the various academic collaborations that SRCC is a proud participant of.

Since 1997, Shri Ram College of Commerce has been ranked as the number one commerce

college in the country. However, the College cannot remain complacent but instead has to work even harder to be exceptional and keep bettering its earlier achievements. The foundation for the truly exceptional, I believe, must be rooted in illustrious research, through citations, faculty development and visibility. Closer links with industry and academia, strong alumni network, vibrant student support system, high level of ethics and transparency in governance and sound financial base will make the institution live up to its brand-image. A brief elaboration on these strategic issues is shared below.

Research

SRCC must create a supportive environment to raise the level of quality, quantity, accessibility, impact and sustainability of its research programmes by hosting of international or national research conferences, conducting baseline external assessment of the quality and relevance of its research, encouraging academic staff to publish their research in high impact journals, recognizing and rewarding innovative research-active scholars, strengthening research collaborations nationally and internationally, negotiate with donors and corporate organizations for research funding and create appropriate research infrastructure.

Faculty

SRCC must make provision for appointing top-calibre professors. This is an unquestionable component needed to elevate SRCC to the highest strata of excellence. Such professors must be 'academic leaders' in terms of intellectual rigour, commanding relevance and artful exposition. These professors ought to be transformational intellectuals, whose insights are grounded on profound understanding of practice. Furthermore, such faculty should be able to carry out diversified research on all relevant fields of study and build visibility for themselves as well as for SRCC through peer-reviewed publications, conference presentations and proceedings.

Industry-Academia Collaboration

SRCC must build active relationships with corporate and academic world globally which is an essential ingredient to gain global recognition. Industry and academic interactions ought to be designed to ensure that SRCC is continuously addressing important business and academic issues and providing its corporate and academic constituencies with intellectual renewal that is critical to success in today's competitive environment.

Alumni

SRCC must capitalize on the strength and international reach of its alumni network. SRCC has not yet tapped its alumni base significantly. The interconnectedness between College and its alumni provides an opportunity to bond meaningfully with the alma mater. The alumni's sense of belongingness to the college is an emotional attachment and hence SRCC needs to build and strengthen these very vital linkages.

Governance

To maintain the highest level of integrity, SRCC must make concerted efforts towards fundamental governance principles:(a) to strengthen collegial organization (shared governance, faculty role) wherever possible, (b) ensure robust consultative process (involvement, participation of those affected) when decisions at the centre have significant effects on departments, college or other units, (c) promote a culture of openness throughout the college, maximizing transparency, information, and communication, and (d) expect the highest standards of ethical conduct for all members of the college community, especially for those who occupy leadership or authority positions and whose decision have a significant impact on others.

Student Exposure to Global Practices

SRCC must enhance the success of its students by improving learning environment and enrich campus-life through a greater variety of cross-cultural experiences, thereby strengthening national and global consciousness across student body.

Endowment

No institution can be great without a sound financial base. Large endowment funds could be the basis of attracting and retaining the words class faculty, adequate infrastructure facilities for academic work and student quality-of-life on campus, buying sophisticated equipment for support services and providing generous scholarships to deserving and needy students.





SRCC must explore all possible avenues for generating funds to carry out its vision - "SRCC: A College of Global Choice" by its Centenary in 2026.

George Bernard Shaw once wrote, "The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man," and hence my humble advice to you all is to create an environment of tolerance for failure where several unreasonable women and men across the globe will gather and build "SRCC: A College of Global Choice."

Let me also share with you the tentative road-map of what we as an institution are looking forward to. The quality of teaching-learning imparted in an academic institution is directly influenced by its faculty, which plays the pivotal role in shaping the destinies of its students. The College is in the process of developing a dedicated 'Good Practices Cell' which will work towards excellence in all walks of college life, of both students as well as teachers. In anticipation of the continually changing scenario of higher education in India and abroad as well as newer challenges emerging out of specific contexts, we are working towards promoting a holistic exchange of ideas and unique teaching-learning practices within the faculty, to build upon our existing rich resource base, by making optimal use of not just formal strategies like brain-storming, panel-discussions, orientations and workshops, but also informal interactions on a day-to-day basis. Many development and enrichment programmes are also being given the necessary impetus to expand and augment the faculty armoury. In keeping with the times, concerted attempts are also being made to revive and reinvent the Student-Faculty Council in order to promote mentorship and enhance coordination between students and teachers, for it is more important than ever that both work in tandem to reach the pinnacle.

With the paradigm shift ushered in the teaching-learning strategies of higher education, SRCC has taken a step ahead by working towards creating study material especially suitable for our students and developing improvised methods for imparting education in its intended spirit. In keeping with the latest trends in academia, strategies such as inter-disciplinarity and holistic understanding of various diverse disciplines is being promoted to accentuate and complement traditional learning.

SRCC has once again taken the lead by creating the requisite environment in which learning is fostered both inside and outside the classroom through a pervasive atmosphere of high expectations combined with advanced facilities leading to a skilful mastery of a significant body of general and specialized knowledge; the ability to find, analyze and effectively use relevant information, and, the development and employment of fundamental academic skills (reading, writing, critical thinking, problem-solving etc.) in all spheres of college life, so that the joy of learning permeates every aspect of campus culture.

The Annual Report lists the Achievements and Activities of students, teachers and alumni in the next few pages. It is our modest attempt to recognise merit and excellence in studies, extra-curricular activities and sports. I congratulate all award winners for their pursuit of excellence.

Shri Ram College of Commerce is a college with a difference. Its uniqueness is derived from the strength of the stakeholders who shape the future of the institution. Any person who becomes associated with this college in whatever capacity is an inalienable part of the fraternity. It is a privilege to have been associated with the College, even a rarer privilege to see it from the vantage point that destiny provided. The future looks bright and the goodwill infectious. I express my heartfelt gratefulness to each and every one who participated in shaping and making this dream evolve.

Dear students who graduate this year: Do not hold back your dreams. Dream big. Dream your way into people's hearts. Be the solution to all the challenges you see in the world around. Your goodness should show in all that you do. Your values be your guiding lights; and as you scatter around the world, a little bit of SRCC should reach the far corners of the globe. The good wishes of the College will forever be with you.

May God bless you.

Dr. P. C. Jain
Principal

Monday, March 24, 2014



Programme

- Arrival of Chief Guest, Guest of Honour & Presentation of Bouquets
- Lighting of Lamp
- Floral Tributes to Founder
- Vandana
- Address by Shri Ajay S. Shriram, Chairman, Governing Body
- Presentation of College Annual Report by Dr. P. C. Jain, Principal
- Release of College Publications
- Speech by Shri Anlajit Singh, Guest of Honour
- Speech by His Holiness The 14th Dalai Lama of Tibet, Chief Guest
- Distribution of Awards, Medals and Prizes
- Presentation of Memento to Chief Guest & Guest of Honour
- National Anthem

March 24, 2014

Venue: SRCC Sports Complex; Time: 09.30 am

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