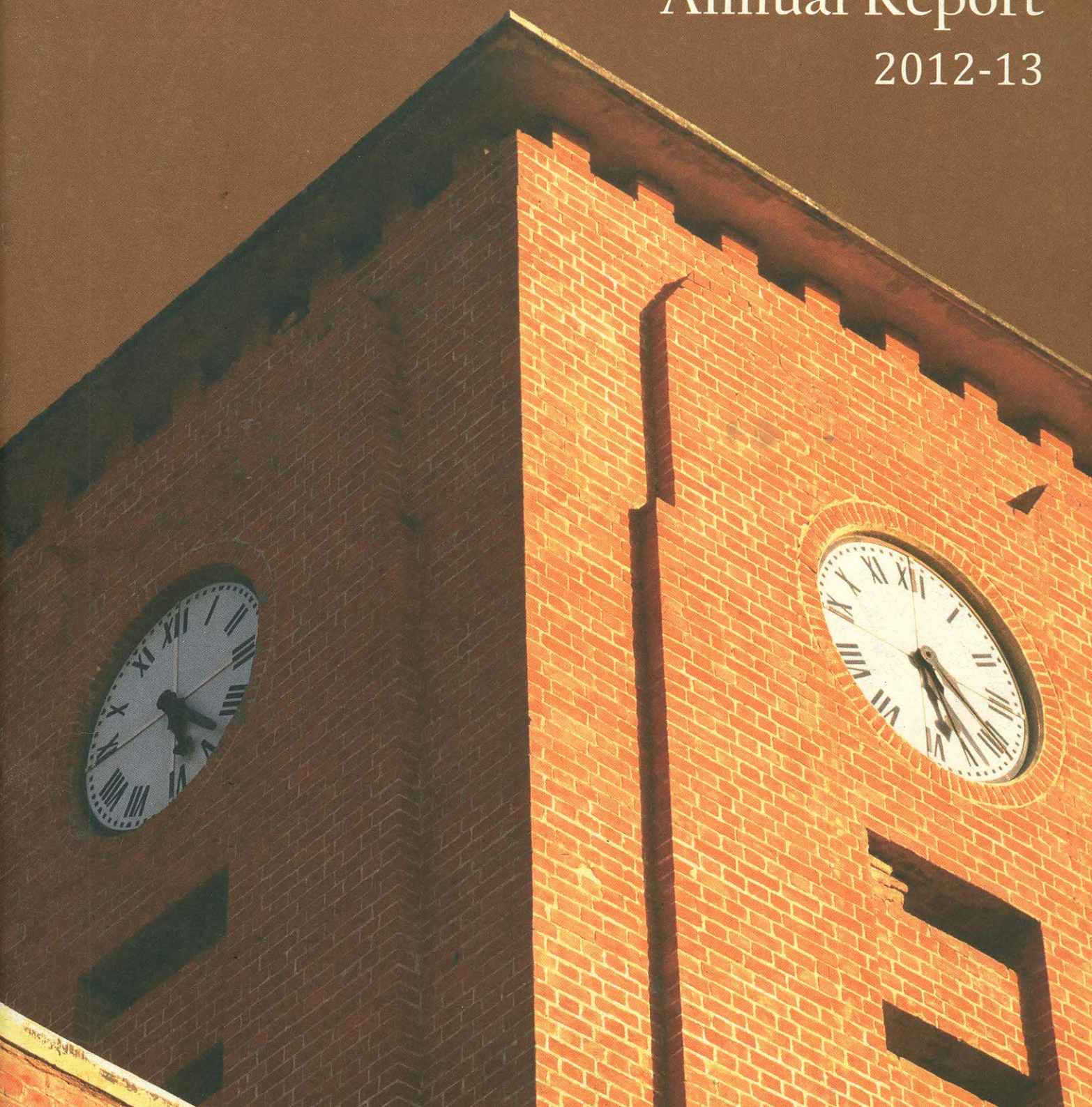


87th ANNUAL DAY

Annual Report

2012-13



SHRI RAM COLLEGE OF COMMERCE

SHRI RAM COLLEGE OF COMMERCE

87TH Annual Day

Wednesday, April 3, 2013

College Annual Report 2013

Respected Dr. M. M. Pallam Raju, Shri Arun Jaitley, Shri Ajay S. Shriram, distinguished members of the Governing Body, eminent alumni, all our respected guests, parents, my dear colleagues, students and friends,

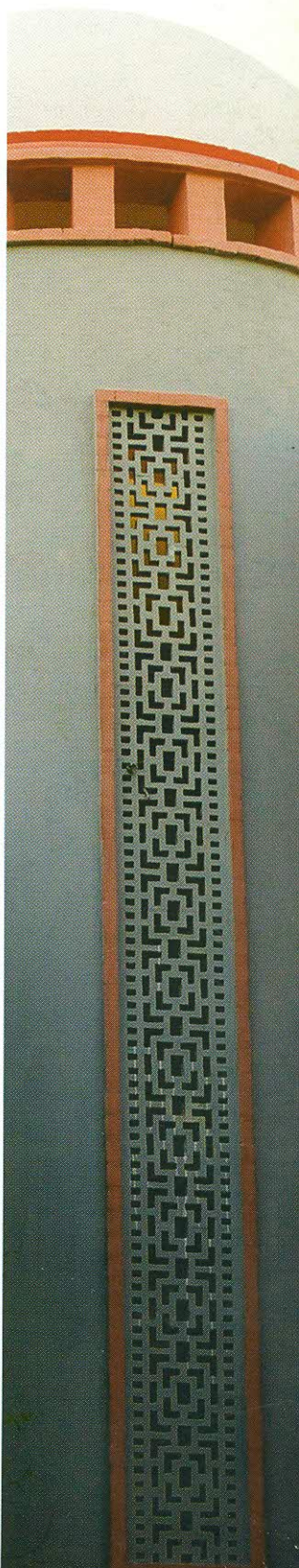
Ladies & Gentlemen

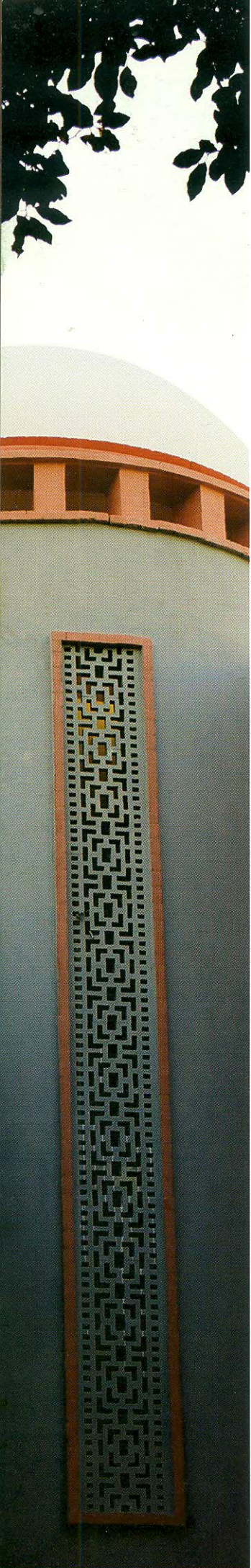
Warm greetings to all of you gathered here on the occasion of the 87th Annual Day of the College. We have in our midst Dr. M. M. Pallam Raju, the Hon'ble Union Minister for Human Resource Development as Chief Guest. A young and dynamic leader, Shri Pallam Raju is steering the huge apparatus of higher learning in India and providing vision and leadership that meets the expectations of the younger generation restless to breakthrough boundaries. It is an honour to welcome him to our campus and we are grateful to him for agreeing to be with us today.

Our Guest of Honour today, Shri Arun Jaitley needs very little introduction. As one of our most illustrious alumnus, an active Governing Body member and an all-round well wisher of his alma mater, it is a great honour to welcome him back in his own college. Also, sharing the dais with us today is our Governing Body Chairman Shri Ajai S. Shriram whose unbounded enthusiasm and passion for the college has shown the way in the infrastructural development of the college. He has initiated a process of change that is forward-looking and in line with present necessities. We are indeed grateful to him for his leadership that combines the visionary with the pragmatic.

On this solemn occasion, we remember our founder, Sir Shri Ram, an industrialist and philanthropist who recognised the value of professionalism and self-reliance. This college was an early example of Indians receiving training in business so that they could compete on an equal footing with the more advanced West. Established in 1926, the college developed itself over the last nine decades to become a coveted destination for talented young men and women from across the country. Sir Shri Ram's vision can be seen here in this hall among our students, but also significantly across the boardrooms of corporate India and abroad, in business and enterprises, in governance, banking, academics, journalism, art and culture.

The strength of SRCC is the performance of its students. Our students have traditionally done extremely well in the university examinations and this





year is no exception. Top honours in both B. Com (Hons.) and B. A. (Hons.) Economics have come to our college. In a short while from now we will see them on dais as we honour them with the medals and academic prizes. Our heartiest congratulations to all our students for their hard work.

SRCC students have continued to excel beyond the three years in college and we applaud the alumni for their contribution to humanity at large. An institution is measured for its excellence not only for what happens within its four walls but more importantly what happens beyond. Our alumni represent us wherever they go and in some ways that is the inherent strength of the college. The generous contributions made by the alumni have really enhanced the infrastructure in the college and there has been a continuing interest in their alma mater. The college is grateful to the alumni and may I take this opportunity to suggest that the alumni may create endowments for specific purposes in college like provisions for chair professors, student scholarships, internships, entrepreneurship centre with seed money to facilitate student entrepreneurs to experiment and innovate.

An academic institution grows when it can nurture its faculty, create research options, develop new methodologies of learning, build teaching as a worthwhile career option for the young and inculcate a feeling of collective responsibility towards the welfare of the students. We in SRCC are trying to build a culture that allows growth by tapping the research potential of our faculty. As a small beginning, a scheme for “Centre for Excellence” has been introduced since January 1, 2013 to provide monetary incentives for research, publications in research journals, paper presentations at seminars and conferences in India and abroad as well as other related activities. There are provisions for students too who may want to get involved in research. We are also planning a faculty retreat in the near future to brainstorm on a vision roadmap for the college to reinvent itself and meet the requirements and challenges that we anticipate in higher education.

Every Annual Day is a day of commemoration, an opportunity to come together to recognise what we have achieved in the past year and what we need to do for the coming times. We reward our achievers, we honour the deserving and we recognise the contributions made. And most importantly, we renew our pledge to strive harder to give substance to what it means to be from Shri Ram College of Commerce - to lead by example and to lead from the front. It is with a great sense of honour and pride that I present before you the Annual Report for the year 2012-13. The printed Report and annexure has been circulated containing the details and I may be excused for not narrating them again for the sake of brevity of this function. I would restrict myself to share with you a few points that have a bearing on what we choose to do here onwards.

While young India grows impatient with the slow pace of change in academic opportunities, the existing infrastructure is woefully bursting at the seams. Additionally, higher education has grown more in metropolitan India than in the provinces both in terms of numbers as well as in terms of quality. A college like ours is in great demand, but cannot meet the aspirations of the younger people. As a consequence, our cut-offs go higher

every year and the numbers have doubled in the last five years. Keeping in mind the interest of the students in business and economics, it may be useful to think of business studies across the country on the lines of Indian Institute of Technology, Indian Institute of Science, Indian Institute of Management or Indian Statistical Institute. Why not Indian Institute of Business across the country, so that there is adequate research and professional approach to the discipline? May be it will create greater access to higher learning by not concentrating quality institutes only in the cities. It will also help in placing business education on a global platform and facilitate high quality research.

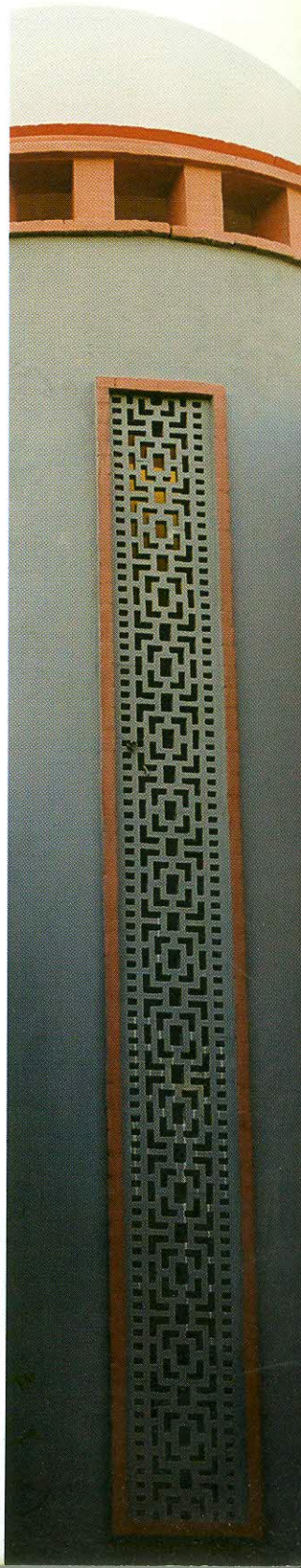
For institutions that have created specialized learning environments, it may be a good idea to allow them to grow vertically. They should be given the opportunity to offer post-graduate and research programmes, engage in consultancy, motivate entrepreneurship and move towards creating job-givers instead of job-seekers. This could be the game-changer where the privileged few who reach higher education do not add on to the list of unemployed but become effective tools in eradicating unemployment through entrepreneurship, by creating jobs. SRCC started as a Commercial School almost a century ago, then graduated to become a college and may be if we can dream bigger, will someday become a Business University!

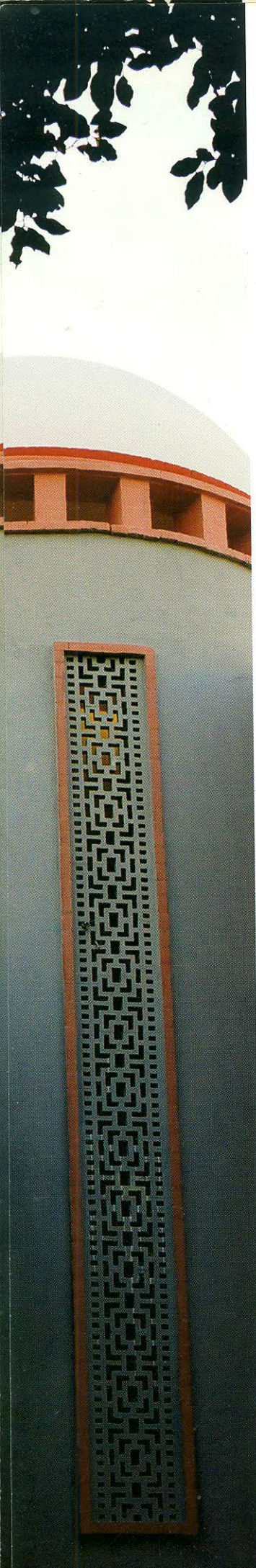
Learning systems have sometimes become mechanical and examination oriented. This needs to change so that the class room becomes a site for engagement of ideas that can be discussed, debated and analysed. In the IT age, the classroom has to respond to new opportunities of participative learning. There is a need to engage more closely with the world outside the classroom so that learning responds to real situations. In fact the importance of the extracurricular activities, particularly in the areas of community services, cannot but be emphasised.

Shri Ram College of Commerce is in the process of assimilating change that we see happening around us. But for this we need to have all the help we can from all stake holders, in fact, if need be, create new stake holders.

Our post-graduate programme in Global Business Operations is proposed for becoming an MBA programme. We are eagerly awaiting the University's approval for it. In the context of the four-year course to be rolled out this year in the University of Delhi, we would soon propose to the University about a four-plus-one-year-integrated MBA programme. We also feel the need and relevance of a Global Business Laboratory that will engage in research in global business.

We would also like to see a greater degree of collaboration and global partnerships with reputed universities abroad. We look forward to classrooms with multicultural and multinational identities so that learners know the value of diversity in the global context. We already have agreements with universities and business schools in France, Netherlands, Poland, Thailand, Hong Kong and USA. We would also like to see our students go abroad as part of the course that they pursue here. Credit





sharing must become a reality for this to happen. International conferences and seminars will make us share our research outcomes with our global counterparts. We are collaborating with Assumption University of Thailand to organise an International Conference on Corporate Governance in October 2013.

In the near future we would like to open ourselves up beyond undergraduate teaching of only our students through Summer Schools for intensive courses, Executive Development Programmes, Customized Training Programmes, Consultancies, etc.

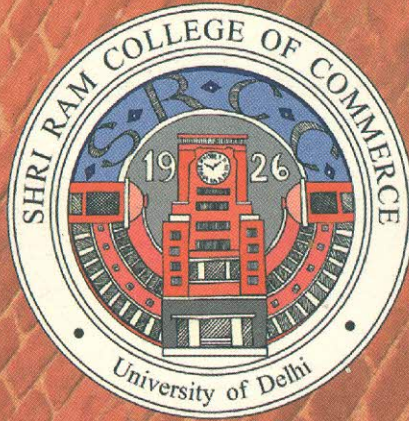
Our college has attracted good students and they have performed very well both within and in the real world beyond. However that must never make us complacent for deficiencies too do exist. The need is to identify, seek remedies, work upon and remove these shortcomings. We need to build greater degrees of trust and conviction so that we as a fraternity can become stakeholders in the process.

Let me take this opportunity to call upon all the stakeholders to help us build an institution that is focussed on quality, access and community benefit. We have the benefit of a tremendous amount of goodwill and ownership among our well-wishers. Let me speak on behalf of the entire college that we are committed to excellence and we will definitely live up to the expectations of the future.

I take this opportunity to express my gratitude to my colleagues, students, administrative and other staff, service providers, without whose cooperation running the college would be an impossible task.

For the students graduating this year, first let me wish you a wonderful future. I am absolutely certain that you will not forget SRCC. But more importantly, there are these other silent lessons about which you may not even be aware right now, that will come to your aid later. May you grow to inspire others and become genuine citizens and true leaders. May God bless you.

Dr. P. C. Jain
Principal



Programme

- **Arrival of Chief Guest & Guest of Honour**
- **Lighting of Lamp**
- **Floral Tributes to Founder**
- **Presentation of Bouquets**
- **Address by Shri Ajay S. Shriram
Chairman, Governing Body**
- **Presentation of College Annual Report
by Dr. P. C. Jain, Principal**
- **Speech by Shri Arun Jaitley, Guest of Honour**
- **Release of College Publications**
- **Speech by Shri M. M. Pallam Raju, Chief Guest**
- **Distribution of Awards, Medals and Prizes**
- **Presentation of Memento
to Chief Guest & Guest of Honour**
- **National Anthem**

April 3, 2013; Venue: College Auditorium; Time: 12.15 pm

87th Annual Day

SHRI RAM COLLEGE OF COMMERCE
University of Delhi, Maurice Nagar, Delhi 110 007
Phones: 27667905, 27666519; Fax: 27666510
Website: www.srcc.edu