

Department of Commerce presents



Commerecium

Annual Fest for Commerce enthusiasts

About the Department

Ramnarain Ruia College was established in the year 1937 for the purpose of providing quality education in the fields of Arts and Science.

The department of Commerce was started a while after in 1979. The course was started as a response to the demand of Commerce as a subject of higher education. The upgraded autonomous curriculum promotes research skills of students and provides a good foundation for pursuing masters and professional courses such as MBA, M.A., Advertising & Marketing, and so many more. In addition, the curriculum attempts to sensitize students to take conscious and proactive steps towards the environment through various topics on Social marketing, Rural Marketing, Green Marketing, Business Ethics and Gender sensitization.

About Us

Commercium is a platform for nurturing students' organising, competitive and leadership abilities. Department activities' focus on events and competitions related to Marketing, Finance, Business and Start-ups etc., relevant to business/social scenario.

The annual fest was established in the year 1998-1999 to focus on the overall development of students of commerce. The activities aim to enhance students' personality and provide a platform to learn team management skills, instil and augment Leadership, Communication and Management skills and sensitize them to social issues. From Ruia Commerce Association in 1998 to Comsense in 2009 and then finally to Commercium in 2011, the departmental activities and festival have travelled a journey of 24 years. The annual festival 'COMMERCIUM' is mainly directed to conduct various competitions under its banner.

Meet Our Team

Head of the Department:

Dr. Urmila Moon

Core Team:

Aditya Ahire

Jui Bhawe

Anish Shinde

Team Research:

Anusree Chettiar

Sanika Bhosale

Team Events:

Dhairya Joshi

Sudarmathi Konar

Riddhi Deshmukh




Year Theme

The theme of the year is Sustainability.

"The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity."

Ramnarain Ruia Autonomous College became a signatory to the UN SDG Accord on 30th June, 2020. Ruia College has always been in the forefront to wholeheartedly contribute towards social cause, and it shoulders the responsibility to help in achieving sustainable future in terms of life sustaining as well as human resources. Soon a dedicated Ruia Sustainable Development Goals (SDG) Committee was established in 2021



Event Timeline

● 4th February

● 1. Behind The Business

● 2. Marketoholic

● 5th February

● 1. Ruia Stock Exchange

Behind The Business

"Business is a doggydog world and I am a shark who eats doggydogs"

- Michael Scott

1. In this single-round event, participants have to prepare an elaborate business plan and pitch their idea(s) to a judge/ jury.

2. The Judges will grade them on the basis of their viability and feasibility, the potential of the business to generate consistent profits and provide value to the customers, among other parameters.

3. Pitch has to be prepared in PPT format and participants must pitch their ideas under 5 minutes.

All participants will receive certificates.

Rules and Regulations

- The business idea should be original. Plagiarism will not be tolerated.
- Number of participants - minimum 1 or upto group of 3.
- PPTs may include Pop-culture references, as long as participants keep them sophisticated.
- Numbers presented should be accurately calculated with no mistakes.

Guidelines for participants

- Keep the presentation simple and to the point
- Do your research and know your numbers
- Pitch your presentation with confidence
- Practice your pitch and be honest
- Include examples and talk about how you'll deal with real life situations as the founder of the business
- Make the presentation less monotonous and more interactive

Eligibility: Undergraduate and post-graduate

Participation: Individual/Group

Date: February 4 2022

Time: 10:00am to 12:00pm

REGISTER NOW!

Dhairya Joshi: 8369087303

MARKETOHOLIC

"One AD is worth more to a paper than forty editorials"

- Will Rogers

This event will be conducted in 2 Rounds.
For Round 1 a common product will be given to all the participants. Participants have to make an innovative advertisement and devise new marketing strategy. Participants need to display Innovation, Uniqueness and Creativity.

The advertisement should include :

- a Tagline
- Design or Artwork (designing of the product)
- Add-ons (if any, as per requirement)

This will be followed by a Question & Answer round. The questions will be asked on the spot and the participants will have to think and answer.

All participants will receive certificates.

Method of Presentation (For Round 1) :

- Short videos/ Reels/ Skit
- Animation or digital work
- Powerpoint presentation

Rules and regulations:

- Plagiarism will not be tolerated
- Number of participants - minimum 1 or upto group of 3.
- Time limit for the video should not exceed 1 minute.

Please Note:

1. An email will be sent to all the participants after registration, regarding the product for Round 1 on their registered email ids. (5 Days Prior)
2. All the participants have to email their work (Video, skit, ppt, etc) on or before 3rd February

Eligibility: Undergraduate and above

Platform: Google Meet

Participation: Minimum 1 or upto maximum 3

Date: February 4 2022

Time: 12:30pm

REGISTER NOW!

Sudarmathi Konar- 7400237538

Riddhi Deshmukh- 8454058261

Ruia Stock Exchange

"I want you to deal with your problems by becoming rich..."

- Jordan Belfort

1. A quiz will be played on Kahoot and the participants get points for every right answer. These points will be converted into virtual cash which can then be used to invest in a company of your choice which will be released on our Instagram page, so keep an eye!
2. Participants will get to choose a number from 1 to 5, each number carrying a certain action. The number they choose decides the fate of the company and consequently the fate of the participant's wealth. Eg. If the participant chooses number 3. The action for choosing number 3 would be, "The company decided to sponsor BTS and hence the company stocks' value increased by 50%:". This would increase the participant's existing wealth by 50%. What action each number carries will not be revealed unless they choose that number to keep the element of surprise.
3. Wealth will fluctuate as per the number of rounds played. The participant with most wealth by the end of the last round will WIN!

All participants will receive certificates.

Rules and regulations

- Company once chosen at the start of the game cannot be changed later.
- The number once chosen cannot be changed later after the action has been revealed.
- Please be civil with your language during the game.

Eligibility: Undergraduate and above

Platform: Google Meet

Participation: Individual

Date : 5th February

Time: 10 am

REGISTER NOW!

Anish Shinde: 8425965470

Aditya Ahire: 7506927877

Register Now!

Contact Us



@ruia_commercium_22



ruia commercium22@gmail.com



Aditya Ahire - 7506927877

Jui Bhave - 8655918959

Anish Shinde - 8425965470