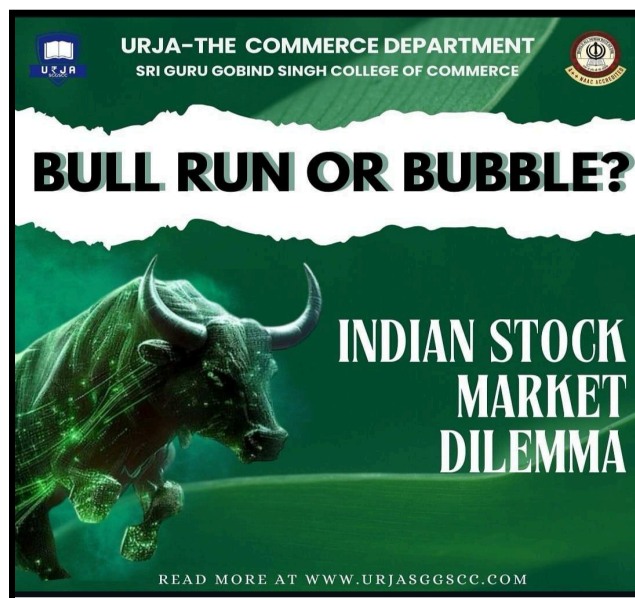


URJA - THE STUDENT BODY OF THE COMMERCE DEPARTMENT (2024-25)

URJA, the student body of the Commerce Department at SGGSCC, continues as a platform for innovation, knowledge sharing, and engagement. Throughout the session, the society carried forward its vision of blending academics with creative initiatives to enrich the student community.



The session commenced with the release of a **research paper** titled “**Bull Run or Bubble? – The Indian Stock Market Dilemma**” on **9th August 2024**.



This was followed by the launch of **Let's Go Candid with URJA** on **14th August 2024**, featuring **Shweta Mehta**, who is an accomplished actor, fitness model, and cardiologist. Along with this, new editions of the **monthly newsletter Bizfeed** were also released.



Regular digital initiatives, including **carousel post series** and **URJA Weekly**, ensured a consistent flow of informative and creative content.



On **18th October 2024**, URJA conducted its semi-annual event, The **Commerce League**, for academic societies across DU.



Soon after, the society hosted **Ignite 2024**, a PGPYL program in collaboration with **ISB**, on **11th November 2024**, with **Mr. Ketan Tiwari** as the guest speaker.



URJA also introduced creative **commerce-oriented campaigns** inspired by popular culture. Posts based on Emily in Paris, Successions and Suits highlighted successions and strategic decisions, drawing parallels with real-world business and finance.



The annual event COMFLUENCIA was successfully hosted with **METTLE'25** on **27th February 2025**, showcasing a series of thrilling competitions. The highlight was its four power-packed games: **Rajneeti, Sequence and Scandals, Steelmate, and Lootere**, each designed to test wit, strategy, and creativity, leaving participants captivated throughout. Adding to the excitement, **Achievers United on 3rd March 2025** brought together distinguished speakers and artists, including **Yuvraj Dua, Anuj Rehan**, and eminent corporate figures such as the **ICAI President and the Deputy Director of the Finance Ministry**, making it one of the most memorable highlights of the year.



On **28th January 2025**, the annual financial literacy drive **Aarambh** was conducted at a government school, in collaboration with the **Agastya Foundation** and with **ODDY** as

the official sponsor. The initiative aimed to impart practical financial knowledge to students, continuing the society's commitment to social responsibility.



The session concluded with the release of the sixth edition of **Vismit** on **13th June 2025, the annual magazine**, which presented diverse themes in commerce, culture, and current affairs, alongside starting a new initiative of call for articles and setting the bar high by receiving the highest registrations for the same.



With each initiative, URJA strengthened its identity as a society that not only upholds academic depth but also embraces creativity and responsibility in equal measure.