

“DEPARTMENT OF COMMERCE”

The Department of Commerce, Lala Rural College was established in the year 1983 under the visionary leadership of Sri Bhabataram Bhattacharjee, former Principal. The department was initiated with one faculty member, Mr. T. A. Mazumder, by starting semi-commerce stream in the college. On 3rd August, 1992, Mr. G. C. Banik joined the department and it was in this year when a full-fledged commerce stream was started in Higher Secondary Level. In the year 1994 the stream was extended up to Degree Level under the affiliation of Assam University, Silchar. At that point of time, when commerce stream was started in Lala Rural College, it was the only college having commerce stream in the entire district of Hailakandi. Prior to the department started receiving financial assistance from the Government of Assam, Sri Gautam Roy, former minister of Assam Government as well as MLA of the local constituency provided moral as well as financial support for the maintenance of the department. After a long and struggling journey, the stream was provincialised on 14th August, 2013. Till date the department continues to run successfully offering Higher Secondary, B. Com (General) and B. Com (Honours) Courses. The department of commerce is at the forefront of adapting to the changing educational paradigm in India. It embraces the coexistence of the Credit Based Choice System (CBCS) and the National Education Policy (NEP) 2020. The department is imparting quality education to the students and thus providing better opportunities of higher education; especially to the weaker sections of the society.

Aims:

1. Quality Education: To provide high-quality education in commerce disciplines, ensuring students acquire a strong foundation in theory and practical skills.
2. Career Readiness: To prepare students for successful careers in various aspects of commerce, including accounting, finance, marketing, and entrepreneurship.
3. Ethical Values: To instill ethical values and social responsibility in students, ensuring they make ethically sound decisions and contribute positively to society.
4. Holistic Development: To foster the holistic development of students by nurturing critical thinking, problem-solving abilities, communication skills, and teamwork.
5. Research and Innovation: To promote research and innovation in commerce-related fields, encouraging both faculty and students to contribute to the field's knowledge base.

Objectives:

1. **Academic Excellence:** To maintain high academic standards by delivering quality lectures, conducting assessments, and providing resources that facilitate student learning and achievement.
2. **Skill Development:** To equip students with vocational and life skills.
3. **Career Placement:** To assist students in securing internships, job placements, and professional development opportunities, enhancing their employability.
4. **Research Contribution:** To promote research activities among faculty and students, leading to publications and contributions to the commerce discipline.
5. **Continuous Improvement:** To continually assess and enhance the teaching methods, and infrastructure to meet the evolving needs of the commerce field and the aspirations of students.
6. **Diversity and Inclusivity:** To create an inclusive learning environment that welcomes students from diverse backgrounds, promoting cross-cultural understanding and cooperation.
7. **Leadership Development:** To nurture leadership qualities and entrepreneurship skills among students, encouraging them to become future leaders and innovators in the business world.

Vision:

- To provide excellent educational opportunities that are responsive to the needs of the students and thus help them in meeting various challenges and become active contributors in shaping the country's future.
- To impart quality commerce education to rural and economically weaker students.
- To become one of the districts leading center of excellence imparting commerce education of the possible highest standard.

Mission:

- To foster the success of our students through innovative teaching-learning process resulting in all round development with ability to excel in dynamic global society.
- To empower all the students to lead productive lives and become contributing members of the society by applying their acquired knowledge and skills.

- To create an educational environment and culture so students can attain a variety of goals.
- To set high standards of excellence in imparting commerce education to produce competent commerce graduates.
- To serve as an effective medium of development and change in education system of the district of hailakandi.

SWOC Analysis:

Strengths:

- Faculty with illustrious specializations.
- Highly experienced, talented and professionally excellent as well as young and energetic faculty members.
- A comprehensive range of courses, including accounting, finance, economics, marketing and business management, allowing students to explore various aspects of commerce.
- Continuous evaluation of students and supporting slow learners through remedial classes.
- Student feedback analysed and used for improvement in all processes.
- Harmonious relationship among the faculty members and students.
- Innovative teaching, learning and evaluation methods used.

Weaknesses:

- Some of the classrooms are in need of renovation and maintenance, which could impact the overall student experience.
- Since the college is located in rural area; lack of english communication skill serves as the major setback in the upliftment of students.
- Number of Information Technology (IT) and Mathematics faculty members in the department is not sufficient.

Opportunities:

- Having good infrastructural facilities exposure to other career oriented related courses.
- Collaboration with other colleges and educational institutes.
- E-learning and Virtual classrooms.
- Infrastructural expansion is required to accommodate more students.
- Attracting industries for investment and campus placement opportunity.

Challenges:

- The department has the challenge to improve results.
- There is a need to develop a spirit of competition among the students for securing better marks.
- The department has the challenge to guide the students not only in academic field but also in career development.
- Attracting and retaining high-quality students may be a challenge due to demographic shifts or increased competition.

Faculty Details:

	Name	Designation	Qualification
	Mr. Gautam Chandra Banik	Assistant Professor	M.Com., M.I.R.P.M
	Dr. A. Keswarjeet Sharma	Assistant Professor, HOD	M.Com., Ph.D.
	Mr. Tapash Nath	Assistant Professor	M.Com.
	Dr. K. Jilangamba Singha	Assistant Professor	M.A.(Economics) Ph.D.
	Dr. Sonali Roy	Assistant Professor	M.Com., M.Phil. NET, Ph.D.
	Mrs. K. Dipika Singha	Assistant Professor	M.Com. (Accountancy) M. Com (Marketing)
	Mrs. Deepmala Paul	Assistant Professor	M.Com., M.Phil. NET& SLET
	Mr. Ankit Biswas	Assistant Professor	M.Com.(Account & Finance), NET(JRF)
	Dr. Arif Iqbal Mozumder	Assistant Professor	M.Sc.(Computer Science), Ph.D.

Faculty Profile:

Gautam Chandra Banik- Assistant Professor

Gautam Chandra Banik, one of the founder faculty members, joined Lala Rural College after obtaining M. Com and Master of Industrial Relations and Personnel Management (MIRPM) degrees from Nagpur University. His areas of specialization are Accountancy & Management. Gautam Chandra Banik has published a research paper on stress management in an edited book; and also presented a research paper on women entrepreneurship in a national seminar. He is the Convener of Community Extension & Service Cell in addition to being the Convener of Teaching, Learning & Evaluation Criterion Committee. Gautam Chandra Banik is also an active member of Students' Welfare Cell and N.S.S. Cell of the college.

Dr. A. Keswarjeet Sharma - Assistant Professor

Dr. A. Keswarjeet Sharma, one of the founder faculty members, obtained his M. Com degree from Manipur University and completed his Ph. D. from Assam University following his research on 'Role of Commercial Banks in Entrepreneurship Development in Assam with special reference to Hailakandi District'. His areas of specialization are Marketing and Sales Management. He is currently the H.O.D. of the department. Dr. A. Keswarjeet Sharma has published various research papers on entrepreneurship in various peer-reviewed journals and edited books; and also presented papers on entrepreneurship in various national seminars. He is one of the members of Institutional Values and Best Practices Criterion Committee. He is also an active member of Sports Cell and Grievance Redressal Cell of the college.

Tapash Nath - Assistant Professor

Tapash Nath, one of the founder faculty members, obtained his M. Com degree from Gauhati University. His area of specialization is Accountancy. Tapash Nath has published a research paper on entrepreneurship in an edited book; and also presented a research paper on entrepreneurship in a national seminar. He is the Convener of SC, ST & OBC Cell of the college. He is also an active member of Student Support and Progression Criterion Committee.

Dr. K. Jilangamba Singha - Assistant Professor

Dr. K. Jilangamba Singha completed his Ph. D from Manipur University following a Master degree in Economics. His topic of research was 'Employment and Occupational Structure of the Meiteis in Barak Valley, Assam'. His area of specialization is Econometrics. Dr. K. Jilangamba Singha has published various research papers in various peer-reviewed journals and edited books. He has also presented various research papers in various national seminars. He is an active member of Institutional Values and Best Practices Criterion Committee and Sports Cell of the college.

Dr. Sonali Roy - Assistant Professor

Dr. Sonali Roy has obtained a post-graduate degree in Commerce with specialisation in Finance and Accounts from North Eastern Hill University, Shillong and later earned a doctoral degree for her research on 'Role of the Insurance Industry in Health Care Management in India with Special Reference to Barak Valley, Assam' from Assam University, Silchar. She has also qualified the National Eligibility Test (NET). Dr. Sonali Roy has published various research papers on insurance in various peer-reviewed journals and edited books; and also presented research papers in various national seminars. She is currently one of the members of the BUGS (Commerce), Assam University, Silchar and was also engaged in the UG Syllabus (as per NEP 2020) Structure Designing. She is the Convener of Vocational Training & Life Skill Development Cell of the college. She is an active member of Teaching-Learning & Evaluation Criterion Committee, Research & Publication Cell and SC, ST & OBC Cell.

K. Dipika Singha - Assistant Professor

K. Dipika Singha joined the Department of Commerce after completion of M. Com (Accountancy) from Gauhati University and M. Com (Marketing) from Assam University, Silchar. She is pursuing her doctoral research from N.I.T., Silchar. K. Dipika Singha has published a research paper on Banking Disintermediation in an edited book; and also presented a research paper on women entrepreneurship in a national seminar. She is an active member of N.S.S. Cell, Students' Welfare Cell and Career Counseling Cell of the college. She also happens to be an active member of Curricular Aspects Criterion Committee.

Deepmala Paul - Assistant Professor

Deepmala Paul completed her post-graduate degree from Gauhati University and was awarded an M.Phil. degree by Assam University for her research on 'Cashless Trading Practices in Unorganised Retailing: A Study of Hailakandi District of Assam'. She is NET as well as SLET qualified. Her area of specialization is Accountancy. Deepmala Paul has published various research papers on Application of IT in Business and Cashless Trading in various peer-reviewed journals and edited books; and also presented research papers on Cashless Trading in various national seminars. She is the Convener of Career Counseling Cell, IQAC, Lala Rural College. She also happens to be an active member of Governance, Leadership and Management Criterion Committee along with being a member of the Vocational Training & Life Skill Development Cell of the college.

Ankit Biswas- Assistant Professor

Ankit Biswas has obtained a post-graduate degree in Commerce with specialization in Finance and Accounts from Gauhati University. His areas of interest are Accountancy, Financial Management, Taxation, Entrepreneurship. He has qualified NET (JRF) and is currently pursuing Ph. D. from Rabindranath Tagore University, Hojai. Ankit Biswas has published various research papers in scopus indexed journal, peer-reviewed journals and edited books; and also presented a research paper on Entrepreneurship in a national seminar. He is an active member of Teaching-Learning & Evaluation Criterion Committee of the college.

Dr. Arif Iqbal Mozumder - Assistant Professor

Dr. Arif Iqbal Mozumder completed M. Sc in Computer Science from Assam University and later was awarded a Ph. D degree for his thesis on 'Hybrid Algorithms for IRIS Recognition'. His areas of interest are Information Technology Web Technology, Soft- Computing, Image Processing and Biometrics. He has also done Diploma Courses on Developing Applications using Core Java from NIIT, Silchar, Web Technology and Network Training from National Institute of Technology, Agartala, Tripura and Office Automation & Financial Accounts (DMOA & FA). He has published various research papers on IRIS Technology in various peer-reviewed journals and presented a research paper on the same in an International Symposium. Dr. Arif Iqbal Mozumder

is an active member of Governance, Leadership and Management Criterion Committee of the college.

LEARNING OUTCOMES:

Programme Outcomes (POs): -

The Bachelor of Commerce (B. Com) programme enables students to gain comprehensive knowledge and understanding of the fundamental concepts of commerce, accountancy and finance. The commerce curriculum offers exposure to various aspects of the commerce domain like management accounting, corporate accounting, financial management, statistical and mathematical techniques, corporate law, and business law and so on and so forth. The curriculum also provides practical exposure. Students can pursue research and higher education in M. Com, MBA, CA, CS, ICWA, M.Phil., and Ph. D as well as appear for various competitive exams after the completion of the program.

Programme Specific Outcomes (PSOs): -

B. Com (Pass)

The programme aims to provide a thorough understanding in areas such as accountancy, business law, finance, management, etc. which will enable the students to execute this knowledge in different fields of commerce. The students are exposed to multiple functional areas and complexities of business. Thus, it will make them able and competent enough to have a problem-solving approach towards the issues which accompany the dynamism attached to the business world. This degree course intends to make future managers and aims at enhancing employability options of the students.

B. Com (Hons.)

The curriculum planning of B. Com (Hons) course envisages the students demonstrating inclusive knowledge of the areas related to accounting, human resource management, international business, corporate and business laws, marketing, financial management, etc., which will enable the students to execute this knowledge in different fields of commerce. The students will be made capable of using modern ways and means of dealing with issues arising in the dynamic business world and will also help them tackle the resistances.

Students' Enrollment:

Academic Year	Number of Sanctioned Seats During the Year	Number of Students Admitted
2017-18	100	TDC I- 37 TDC III-33 TDC V-19
2018-19	100	TDC I-25 TDC III-13 TDC V-12
2019-20	100	TDC I-38 TDC III-18 TDC V-26
2020-21	125	TDC I-61 TDC III-30 TDC V-17
2021-22	125	TDC I-42 TDC III-46 TDC V-29
2022-23	125	TDC I-35 TDC III-34 TDC V-44
2023-24	125	FYUG I-47 TDC III-31 TDC V-31

Departmental Activities:

DATE	ACTIVITY	ACTIVITY DETAILS
29/07/2017	CAREER AWARENESS PROGRAMME	A Career Awareness Programme on Company Secretary Course was organized by ICSI (The Institute of Company Secretaries of India), North Eastern Chapter, Guwahati. The programme was basically for the higher secondary and degree students.
30/03/2018	EDUCATIONAL TOUR	An educational tour to Narsingpore Tea Estate, Hailakandi organized by our department with 4 faculty members and 15 no. of students of Final Semester.
09/03/2019	EDUCATIONAL TOUR	An educational tour to Sonbeel, Karimganj organized by the department with 4 faculty members and 23 no. of students from Final Semester.
15/02/2021	INDUSTRIAL TOUR	An industrial tour to Lalamukh Tea Estate, Hailakandi organized by the department with 8 faculty members and 35 no. of students who were randomly selected from each semester.
31/08/2021	WEBINAR	A One-Day Webinar on Investor Awareness on Commodity Derivatives Market was organized in collaboration with NCDEX (National Commodity Derivatives Exchange Limited).
15/11/2021 TO 16/11/2021	CLASSROOM SEMINAR	The department organized a Two-Day Classroom Seminar for the students of TDC Odd Semester. The theme of the seminar for the TDC 5 th semester students was 'Marketing mix', & for TDC 3 rd & TDC 1 st semester the themes were 'Inland Branch Accounting' and 'Different Heads of Salary Income' respectively.
08/01/2022	CLEANLINESS DRIVE UNDER SWACHH	The department of commerce organized a Cleanliness Drive under Swachh Bharat Abhiyaan with all the students

	BHARAT ABHIYAN	of the department and even the teachers of the department were an essential part of this drive.
26/04/2022	DEPARTMENTAL TOUR	The department had organized a visit to Chengbil, Lala with 3 faculty members and 20 no. of students from final semester, with a purpose to explore the handloom manufacturing units of the area.
28/04/2023	REPORT ON SWACHHA ABHIYAN	The Students' Welfare Cell, IQAC, L.R.C. in collaboration with Department of Economics and Department of Commerce organized a Swachh Abhiyan Drive in the college campus. All the students and teachers of both the departments participated in this drive.
05/05/2023	EDUCATIONAL TOUR	A study tour to Sonbeel, Karimganj was organized by the department with 5 faculty members and 20 no. of students from TDC VI Sem. A socio-economic survey on the locals of the area was conducted by the students in this tour.

Good Practices:

1. Innovative teaching methods, including interactive lectures, case studies and group discussions are implemented to engage students actively in the learning process.
2. Integration of technology into the classroom, such as ICT enabled classes and online resources to enhance teaching and learning.
3. The department has its own Print Magazine and Wall Magazine; thus, providing a space for faculty and students to publish their work, showcase their creativity, engage in intellectual exchange and at the same time building a distinct identity for the department within the college community.
4. Students are encouraged to publish articles in departmental as well as college magazine to promote intellectual growth.
5. Academic advising, career counseling and mentoring is provided to support student success and personal development.

6. Eco-friendly practices like waste reduction, energy conservation and green initiatives within the department are promoted.
7. Students and faculty participate in community service projects and social initiatives to foster a sense of social responsibility.
8. Maintaining strong connections with alumni who can serve as mentors for current students.

Future Plans:

- To conduct workshops, seminars, short-term courses, symposiums, etc. in the department.
- To publish Departmental Magazine annually.
- To organize guest lectures from eminent personalities.
- To arrange entrepreneurial tour.
- To upgrade departmental library.
- To collaborate with reputed organizations for placement and research.
- To upgrade computer lab by installing more latest software.
- To organize extensive personality-development programmes and ensure placement of the students through placement agencies.
- To convert existing classrooms into classrooms equipped with modern teaching-learning aids to facilitate technology enabled learning.