

Report On Poster Presentation competition

Date : 17 April 2025

Venue : Shri Vitthal Rukmini Mahavidyalaya, Sawana



A Poster Presentation competition was successfully organized on April 17, 2025, by the Department of Commerce and Management at Shri Vitthal Rukmini College, Sawana. Conducted as a part of the internal assessment for B.Com 3 Year students, the event focused entirely on the theme of "E-Commerce" and was organized under the adept guidance of Dr. Komal Gupta. The competition was formally inaugurated by the officiating Principal of the college, Prof. Ingole Sir. The event was further graced by esteemed guests including Prof. Gaikwad Sir, Prof. Naner Sir, and Prof. Dr. Chaudhary Sir, who delivered motivational speeches highlighting the expanding role and significance of E-Commerce in modern global trade.

A total of 22 creative posters were presented by the final-year students, who enthusiastically participated in groups. The competition demonstrated exemplary teamwork, peer learning, and collective problem-solving as the teams worked together to meet project deadlines. By designing these 22 attractive, structured, and informative visual presentations, the participants effectively translated complex academic and economic theories into clear infographics. This creative expression not only strengthened their conceptual depth regarding electronic market dynamics and transaction security but also served as a valuable platform for fostering professional confidence. Presenting and defending their research before panel evaluators significantly boosted the students' public speaking and communication skills, effectively preparing them for the digital economy. The seamless collaboration between the departmental faculty and the student body was highly appreciated by various department heads and faculty members from across the college, making the academic initiative a resounding success.

Key Highlights of the Event

Creative Academic Expression: Students showcased creative and artistic visual presentations based entirely on core academic and digital concepts.

Expert Mentorship: Attending dignitaries provided valuable, real-world industry guidance to the participants.

Seamless Collaboration: The event demonstrated exemplary coordination and teamwork between the departmental faculty and the student body.

Objectives of the Poster Presentation

Conceptual Clarity in E-Commerce: To evaluate and strengthen students' depth of understanding regarding digital business models, online transaction security, and electronic market dynamics.

Fostering Creative Presentation Skills: To provide a visual medium for students to articulate complex theoretical frameworks into structured, easily understandable, and creative infographics.

Developing Teamwork and Leadership: To encourage collaborative peer learning, allowing students to coordinate effectively in groups to meet project deadlines and objectives.

Enhancing Professional Confidence: To build public speaking abilities and professional confidence in final-year students as they defend their research and concepts before panel evaluators.

Outcomes

E-Commerce Mastery: Students gained a deep, practical understanding of digital business models and global trade.

Confidence & Speaking Skills: Presenting before an audience and evaluators significantly boosted students' public speaking and communication skills.

Creative Expression: Participants learned to translate complex business theories into clear, attractive, and structured infographics.

Teamwork Experience: Group collaboration improved students' project management, peer learning, and collective problem-solving.

Successful Assessment: The event effectively served as a dynamic internal evaluation, testing final-year students' readiness for the digital economy.