

ACTIVITY REPORT

- 1. Name of the Organising Department/Cell/Committee:** Department of Finance
- 2. Name of the Event Conducted:** Inauguration of Wall Magazine - "FINSIGHT" of Department of Finance
- 3. Name of the Collaborating Organisation/Cell/Department/Committee (if any):**
- 4. Mode:** Offline
- 5. Date of the Event:** 3rd May, 2025
- 6. Time:** 11 am
- 7. Place/ Venue/ (Platform - in Case of Online Programme):** Department of Finance
- 8. Objectives of the Event (Please describe point-wise):**
 - a) Platform for talents- Provides a space for students to showcase their writing, drawing, poetry, photography and other creative skills
 - b) Promote learning beyond textbook- Combine language, art, current affairs and encouraging holistic development
 - c) Develop creative thinking and communication- Students improve their written and visual communication. Writing and editing for the magazine involves research and reflection
 - d) Encourage habit of reading and writing- Motivates fellow students to read and contribute, creating a reading culture within the college
- 9. Name of Resource person(s) with their Position and Organisation Name (if any):** Dr. Pankaj Kumar, IPR Chair Professor, DPIIT-IPR Chair, National Law University and Judicial Academy, Assam.
- 10. Title of the Topic(s) delivered by the Resource person(s) (if applicable):**
- 11. Total No. of Participants:**
 - a. Students: 20
 - b. Teachers: 12
 - c. Others (Please Specify):
- 12. Total No. of Beneficiaries (in case of extension activities):**

13. Outcome of the Event (Please describe within 200 words): Wall magazine (FINSIGHT) of Department of Finance was inaugurated by Dr. Pankaj Kumar, IPR Chair Professor, DPIIT-IPR Chair, National Law University and Judicial Academy, Assam. The theme of the wall magazine is “AI in Business and Finance”.

Sd/-
Dr. Runumoni Lahkar Das
HoD, Dept. of Finance
K.C Das Commerce College
Chatribari, Guwahati Assam, 781008



Fin Sight

How AI can help in financial Management

Artificial Intelligence (AI) is transforming financial management by automating repetitive tasks and enhancing decision-making. Through machine learning, AI can analyze vast amounts of data to identify trends, forecast market movements, and optimize investment portfolios. This technology also improves risk management by detecting anomalies and potential fraud. Overall, AI streamlines financial processes, reduces errors, and provides valuable insights for strategic planning.

BUSINESS & FINANCE

Works Smarter With AI

PHASES OF FINANCE

MATURITY

DEVELOPMENT

1. Initial	2. Expansion	3. Maturity	4. Decline	5. Revival
Characterized by low sales volume and limited market penetration.	Characterized by rapid growth in sales and market share.	Characterized by stable sales and high market penetration.	Characterized by declining sales and market share.	Characterized by renewed growth and market share.



AI in Business & Finance

AI is transforming business operations, decision-making, and customer engagement. In finance, AI is used for risk assessment, fraud detection, and portfolio management. It also enhances customer service through chatbots and personalized recommendations. By automating routine tasks, AI allows financial professionals to focus on strategic initiatives and complex problem-solving.



A New Era of Transformation

Artificial Intelligence (AI) is ushering in a new era of transformation across various industries. In finance, AI is revolutionizing investment strategies, risk management, and regulatory compliance. It enables faster decision-making and more accurate forecasting. As AI continues to evolve, it will further reshape the financial landscape, creating new opportunities and challenges.



Impact of AI on Financial Markets

The impact of AI on financial markets is profound. It has led to increased market efficiency, faster execution of trades, and more informed investment decisions. However, it also raises concerns about job displacement and market volatility. As AI becomes more integrated into financial systems, it will continue to shape the future of the industry.



THE STRENGTHS OF PEOPLE AND MACHINE



Why AI Matters

AI matters because it has the potential to transform the way we do business. In finance, it can optimize operations, reduce costs, and improve customer experiences. By leveraging AI, financial institutions can gain a competitive edge and better serve their clients in a rapidly changing market.



Revolution in Finance Industry

The finance industry is undergoing a revolution driven by AI and digital technology. Traditional banking models are being disrupted by fintech companies and digital-only banks. This shift is leading to more personalized services, faster transactions, and lower fees for customers. The industry must embrace these changes to remain competitive.



BENEFITS OF AI IN FINANCE

- Improved decision-making
- Enhanced risk management
- Increased operational efficiency
- Personalized customer service
- Cost reduction

AI Tracking Some Social Media Footprints

AI is being used to track social media footprints for various purposes, including market research, brand monitoring, and fraud detection. By analyzing user behavior and sentiment, AI can provide valuable insights into consumer preferences and trends. This information is crucial for businesses to tailor their marketing strategies and improve their products or services.

KEY AREAS OF EVOLUTION IN FINANCE

- Automated trading
- Robo-advisors
- Blockchain technology
- Regulatory compliance
- Customer engagement

