

Report on World Commerce Day 2025

Organized by: Xavier's Commerce Society, Department of Commerce

Date: 2nd August, 2025

Venue: Seminar Hall, Academic Building, St. Xavier's College, Burdwan

Introduction

World Commerce Day 2025 was celebrated with enthusiasm and academic fervour by the *Xavier's Commerce Society, Department of Commerce, St. Xavier's College, Burdwan*. The event was designed to expose students to multiple dimensions of modern commerce—creativity in branding, intellectual property rights, and the rising influence of artificial intelligence in industry. The celebration comprised three engaging sessions, each crafted to foster skill development, awareness, and collaborative learning among students.

The event began with the welcome of participants, faculty members, and members of the Commerce Society. The programme's objective was to encourage holistic learning beyond classroom boundaries and to provide students with practical insights into contemporary business trends.



Session I: Logo Designing Competition – “Cre8onomics: Crafting the Face of Business”

St. Xavier's College, Burdwan
Xavier's Commerce Society

Department of Commerce
celebrates
World Commerce Day
presenting
Logo designing competition
Cre8onomics
“Crafting the Face of Business”

9:00 am onwards
Academic seminar hall

2nd August, 2025

The first session opened with a creative competition titled “Cre8onomics: Crafting the Face of Business.” This session aimed to emphasize the significance of visual identity in the corporate world and the evolving relevance of branding in modern marketing strategies.

Highlights of the Session:

- Students were given themes related to emerging industries, sustainable businesses, and entrepreneurial ventures.
- Participants were encouraged to conceptualize and design logos that reflect innovation, strategic thinking, and aesthetic appeal.
- The competition allowed students to explore design elements such as symbolism, typography, colour psychology, and brand communication.
- Faculty judges evaluated the entries based on originality, relevance, creativity, and conceptual clarity.



The session witnessed enthusiastic participation, and several innovative logo concepts showcased the students' ability to blend creativity with business understanding. This activity nurtured design thinking and highlighted the role of branding in shaping the identity and market presence of businesses.

Session II: Special Talk on IPR Awareness Drive – “Beyond Ideas: The Power of Protection”



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Xavier's Commerce Society



Department of Commerce
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awareness drive on*
Beyond Ideas
“The Power of Protection”



2nd August, 2025
10.30 am onwards
Academic seminar hall



Keynote Speaker:
Richa Khanna Chatterjee
Assistant Professor in Law
Amex Law College, Burdwan

The second session featured an informative and intellectually engaging talk on Intellectual Property Rights (IPR) under the theme “Beyond Ideas: The Power of Protection.” The resource person, Ms. Richa Khanna Chatterjee, Assistant Professor in Law, Amex Law College, Burdwan, an expert in the domain of IPR, introduced students to the fundamental need for idea protection in a knowledge-driven economy.

Key Learning Points:

- Meaning, scope, and types of Intellectual Property Rights including patents, trademarks, copyrights, and industrial designs.
- The relevance of IPR in promoting innovation, safeguarding business assets, and empowering entrepreneurs.
- Illustrative case studies on infringement, brand protection, and the economic value of intellectual property.
- An overview of the national and international legal framework governing IPR, along with procedures for registration.
- The role of IPR in strengthening the global competitiveness of businesses and ensuring ethical creative practices.



The session was followed by an interactive Q&A round where students raised questions regarding patenting procedures, logo copyrights, and the impact of IPR on startup ecosystems. The speaker's insights helped students understand the importance of safeguarding creative and commercial ideas in a highly competitive global marketplace.

Session III: Peer Learning Session on AIconomics – “Where Intelligence Meets the Industry”

The final session of the day was an engaging Peer Learning Session on AIconomics, focusing on the intersection of Artificial Intelligence and commerce. The session aimed to equip students with an understanding of how AI is transforming business operations and redefining professional landscapes.

The poster features a dark background with a glowing blue digital dollar sign on the left. At the top left is the St. Xavier's College Burdwan logo with the motto 'TRUTH * JUSTICE'. At the top right is the Xavier's Commerce Society logo with the motto 'EXPECT THE UNEXPECTED'. The text on the poster reads: 'St. Xavier's College, Burdwan', 'Xavier's Commerce Society', 'Department of Commerce celebrates World Commerce Day presenting Peer learning session on AIconomics', '“Where Intelligence Meets Industry”', '2nd August, 2025', and '11:30 am onwards Academic seminar hall'.

Discussion Themes:

- The rise of AI-driven business models and digital transformation in various sectors such as finance, retail, logistics, and manufacturing.
- Applications of AI in decision-making, automation, consumer analytics, fraud detection, and predictive forecasting.
- The evolving role of data in shaping business strategies and facilitating evidence-based management.
- Ethical considerations, job displacement fears, and the need for reskilling in an AI-dominated industry.
- Peer presenters shared case studies, real-time examples, and demonstrations of popular AI tools used in business analytics.

This interactive session encouraged collaborative learning and empowered students to understand AI not as a threat, but as a transformative tool that enhances productivity and business intelligence. The peer-led discussions ensured active participation and knowledge exchange.



Conclusion

World Commerce Day 2025 proved to be a meaningful, enriching, and intellectually stimulating event for the students of the Department of Commerce. The three sessions collectively encouraged creativity, awareness, and futuristic thinking—core competencies essential for 21st-century commerce professionals.

The Logo Designing Competition enhanced creative and branding skills; the Special Talk on IPR provided crucial knowledge about safeguarding business ideas; and the Peer Learning Session on AIconomics broadened the students' understanding of the technological revolution reshaping commerce. The Xavier's Commerce Society successfully achieved its objective of promoting integrated learning, fostering innovation, and preparing students for the dynamic world of global commerce.