



# Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

## COMMERCE CAFE

Volume 1

2019-20

## EDITORS DESKTOP

Parivarthana is a thought that has been enduring in mind and with great effort it has been translated into veracity; we now are back with a revitalizing edition. Parivarthana provides a snapshot of the various activities and advancements for all associated with Department of Commerce (PG).

This Department e-magazine will definitely help us to showcase the activities that are happening in the department and provide a platform for exposing the merits and academic achievements of the students and faculty. Furthermore it enhances the documentation culture of the institute.

We are sure the e-magazine would definitely create an impact in the minds of readers, by way of providing larger visibility and dimension of departments' progress. We also confident that this e-magazine will encourage many more including students to use it as a platform to express their creativity. We sincerely hope that this edition makes for an interesting read. Please feel free to offer any suggestions for improvement.  
Happy Reading!

**Dr. Muthukumar V**

Head, Department of M.Com & M.Com FA

**Prof. Madhu Druvakumar**

Faculty, Department of M.Com & M.Com FA

**Dr.T.K. Murugesan**

Faculty, Department of M.Com & M.Com FA

**Mr. Jithin John Shaji**

**Mr. Alen Jose**

III Sem MCom

Creative Student Editors

## EXPRESSIONS

The Department of Commerce is always abuzz with a plethora of activities and has become a dynamic venue where brilliant minds representing different states converge and share their vast reserves of knowledge and skills. It gives me immense pride to state that as a result of the collective effort of the faculty, students and staff over the past few years Department of Commerce today ranks among the top three commerce colleges in Karnataka. I am hopeful of its acquiring greater heights in the years to come.

**Dr. Aloysius Edward J**

Dean, Faculty of Commerce & Management

It is often said ,Give me a copy of your college magazine, I will tell you about the quality of your college.' I strongly believe in this statement. For, a magazine carries the contributions reflecting ethos and aspirations of the students, faculty and other team members of an institution. The world today is changing at such an accelerated rate and we as educators need to pause and reflect on this entire system of Education. Are our colleges well equipped to prepare our students to face the challenges that the future holds? Questions such as these are factors that motivate us to go through a continuous process of reflection and hence we at Department of Commerce work at implementing a well-balanced curriculum to ensure that the students who walk into the portals of our college will not just love their college life but truly be prepared to face life's challenges. I congratulate team for capturing the activities of the department in this e-magazine with a scintillating theme.

**Prof. Muthukumar V**

Head, Department of MCom & M.Com FA

## LEADERSHIP TRAINING PROGRAMME (LTP)

Department of Commerce PG organized Leadership Training Programme (LTP) on **25<sup>th</sup> June, 2019** at SKE Auditorium from 9 am to 1.45 pm and B407 from 1.45 pm to 4.30 pm. Prof. Sen B Mathews, Director, CECR, Kristu Jayanti College conducted LTP for enhancing leadership and employability skills of the M.Com & M.Com FA students.

Today global competitive environment requires resilient individuals who are dynamic in their approach, humble in their attitude, proactive in their thought and highly committed in their work. Based on the four pillars of education - Knowledge, Skills, Values and Attitude, the students are able to obtain holistic development. The CECR provided students a strong platform for imbibing leadership qualities, organizing abilities, communication skills and team spirit to meet the demands and expectations of the corporate world. Total 65 students (30 from III M.Com & 35 from III M.Com FA) attended the LTP and they have acquired the employability skills and knowledge from undergoing this training programme.



Prof. Sen B Mathews conducted Leadership Training Programme (LTP) for III M.Com & III M.Com FA Students



Prof. Sen B Mathews conducted an Interactive Training Activity for III M.Com & III M.Com FA Students



An Interactive Training for III M.Com & III M.Com FA Students conducted by Prof. Sen B Mathews

## BUDGET 2019-2020 [LIVE STREAMING]

Department of Commerce PG has arranged Live Streaming on Budget 2019-20 on **5<sup>th</sup> July 2019** at Conference Hall II (PG Block) from 9 am to 1.45 pm. Our Finance Minister Ms.Nirmala Sitharaman presented a budget 2019-20 in the Parliament on July 05, 2019.

This was the maiden Budget Speech of the Finance Minister. Ms.Nirmala Sitharaman became only the second woman in the history of independent India to present the Union Budget. The students were exposed to the major highlights of the budget 2019-20 presented by our finance minister. Few of the significant highlights are summarized below.

**Key Features of Budget 2019-20:** Vision for \$5 trillion economy driven by investment; Transforming rural lives; New Jal Shakti Mantralaya to ensure Har Ghar Jal; Enhancing ease of direct and indirect taxation; Strengthening connectivity Infrastructure; Gandhipedia to sensitize society; India's soft power; and Harnessing India's space abilities.

- Pradhan Mantri Karam Yogi Maandhan: Pension benefits to retail traders and small shopkeepers
- Enhanced interest deduction for affordable housing loan. Tax benefits for corporate tax payers.
- Vision to become \$5 trillion economy driven by 'virtuous cycle' of investment. India becomes sixth largest economy.
- Pradhan Mantri Matsya Sampada Yojana (PMMSY): Establish robust fisheries management framework
- Scheme of faceless electronic tax assessment: Aadhaar and PAN to be interchangeable
- Reform, Perform, Transform agenda: GST, IBC, RERA etc. Changing common man's life: MUDRA, UJJWALA, SAUBHAGYA etc.

Total 89 students (50 from III M.Com & 39 from III M.Com FA) attended Live Streaming on Budget 2019-20 and the students had a robust learning experience from listening to the maiden Budget Speech of our finance minister.



Live Streaming on Budget 2019-20 attended by III M.Com & III M.Com FA Students



The Faculty members & Students watched Live Streaming on Budget 2019-20 presented by our Finance Minister

## EXPERT SESSION ON BUDGET 2019-2020

Department of Commerce PG has arranged an Expert Session on Budget 2019-20 on **6<sup>th</sup> July 2019** at Mini Audi IV (UG Block) from 9 am to 1.45 pm. Mr.Sudhakar G, Director - Taxation, Deloitte delivered highlights on post live budget 2019-20 presented by our finance minister Ms.Nirmala Sitharaman on 05<sup>th</sup> July, 2019. Mr.Sudhakar has given a bird's eye view on Budget 2019-20 and made the major budget highlights as given below:

- **Total Expenditure:** The government is estimated to spend Rs.27,86,349 crore during 2019-20. This is 13.4% more the revised estimate of 2018-19.
- **Total Receipts:** The government receipts (excluding borrowings) are estimated to be Rs.20,82,589 crore, an increase of 14.2% over the revised estimates of 2018-19.
- **Transfer to states:** The central government will transfer Rs.13,29,428 crore to states and union territories in 2019-20. This is an increase of 6.6% over the revised estimates of 2018-19.
- **Deficits:** Revenue deficit is targeted at 2.3% of GDP, and fiscal deficit is targeted at 3.3% of GDP in 2019-20. The target for primary deficit (which is fiscal deficit excluding interest payments) is 0.2% of GDP.
- **GDP growth estimate:** The nominal GDP is estimated to grow at a rate of 12% in 2019-20. The estimated nominal GDP growth rate for 2018-19 is 11.5%.

Total 89 students (50 from III M.Com & 39 from III M.Com FA) attended expert session and the students have felt that the expert lecture provided them real-time information about the budget 2019-20. They also responded that the session as a whole was very well articulated and delivered and the guest speaker made it interesting and therefore making a good learning experience.



Mr.Sudhakar G, Director - Taxation, Deloitte delivered an expert lecture on budget 2019-20 to III Sem M.Com & M.Com FA Students

## DEMO ON TRAKINVEST PLATFORM

Department of Commerce PG organized Demo on TrakInvest Platform on **9<sup>th</sup> July 2019** at Mini Audi I (UG Block) from 1.45 pm to 3.30 pm. Ms.Urvi Babla, Senior Vice President, TrakInvest, Bangalore demonstrated and simulated the proven technology "TrakInvest Platform" for the benefits of III Semester M.Com & M.Com FA Students.

TrakInvest gives Pro Investors access to real market data from multiple global exchanges to trade in. Ms.Urvi Babla explained the students with help of TrakInvest platform on how to manage your portfolio like an expert, test your investment strategies, leverage analytics/social tools and compete in simulations against other top traders to earn great prizes, including job opportunities.

Total 89 students (50 from III M.Com & 39 from III M.Com FA) attended Demo on TrakInvest and the students have felt that TrakInvest demonstrated by the trainer provided them hands-on information and experience on how to trade securities and stocks virtually on the online platform.



TrakInvest Simulated Trading Platform demonstrated by Ms.Urvi Babla, Senior Vice President, TrakInvest



III M.Com & III M.Com FA Students had Hands-on Experience on Simulated Trading Platform

## INTERNATIONAL LECTURE SERIES

Department of Commerce PG organized a Two-Day Workshop on Research Paper Writing on **11<sup>th</sup> & 12<sup>th</sup> July, 2019** at Conference Hall II and Computer Lab (PG Block) from 9.00 am to 5.00 pm. Dr.V.Muthukumar, Head, Department of Commerce PG, KJC conducted comprehensive lecture on Research Methodology and Dr.Jyothi Manoj, Faculty Member, Department of Statistics, KJC conducted Hands-on Training on Sample Research Data by applying SPSS.

This two day workshop on research paper writing is primarily targeted at PG students of Kristu Jayanti College for providing useful insights about writing good quality of research paper and academic project.

The theoretical aspects of this workshop were covered by Dr.V.Muthukumar, Head, Department of Commerce PG, KJC and the practical aspects of this workshop were covered by Dr.Jothi Manoj, Faculty Member, Department of Statistics, KJC.

### The workshop has four sessions:

**Session 1:** It covers theoretical aspects of research such as introduction to research, research process, research design, formulation of hypothesis, measurement of scales, methods of data collection, testing of hypothesis, etc.

**Session 2:** It covers technical aspects of research such as Testing of hypothesis by applying both parametric and nonparametric tests and these tests are carried out with the help of SPSS Package.

**Session 3:** Feeding, classifying, editing, tabulation and charting of data with the help of SPSS Package.

**Session 4:** The art of writing and drafting research project.

Total 87 students (48 from III M.Com & 39 from III M.Com FA) attended this workshop. The participants of this workshop will be equipped with the use and applicability of research concepts, tools and techniques for the preparation of both academic and empirical research projects. The participants have felt that this workshop provided them a forum and platform for exchanging their research thoughts and ideas.



Dr.Aloysius Edward, Dean, Faculty of Commerce & Management is addressing to M.Com, M.Com FA & Economics Students



Hands-On Training Session on SPSS attended by M.Com, M.Com FA & Economics Students



An interactive-lecture on Research Methodology by Dr.V.Muthu Kumar



The Art of Writing a Research Report by Dr.V.Muthu Kumar



## INTERNATIONAL LECTURE SERIES

Department of Commerce PG organized an International Lecture Series on **12<sup>th</sup> July, 2019** at Conference Hall II (PG Block) from 3.30 pm to 4.30 pm. Ms.Teresa Jacobs, Director, ISDC, UK delivered an interactive and inspiring lecture on importance of higher education in today's dynamic business environment. The lectures related to different approaches adopted in the field of higher education to face the today's competitive business environment. The guest speaker has thrown a light on the significance of higher education in meeting holistic development of student community. She has also highlighted the role of parents in nurturing and reinforcing learning bahavious of the students in today's modern era. Total 89 students (50 from III M.Com & 39 from III M.Com FA) attended International Lecture Series. The participants had an interactive experience with the guest speaker in the major thrust areas of the higher education.



Ms.Teresa Jacobs, Director, ISDC, UK delivered a lecture on higher education to III M.Com & M.Com FA Students



Ms.Teresa Jacobs, Director, ISDC, UK is interacting with III M.Com & III M.Com FA Students

## LIFE SKILL EDUCATION

The Center for Life Skills Education in collaboration with Department of Commerce PG organized Capacity Building Training on Life Skills for I Semester M.Com, M.Com FA & M.Com FA with CIMA from **26<sup>th</sup> July to 29<sup>th</sup> July, 2019** in Administrative Block, Kristu Jayanti College (Autonomous), Bengaluru.

Three days life skill education for the I Year M.Com and M.Com FA Students of our college was started with introduction to Life skill Education on 26th July, 2019 at 09.30 AM in the Mini Auditorium of PG Block. Dr.A.Jonas Richard, Director, Life Skills Education, explained the importance of life skills education in the personal and professional life of an individual.

In a constantly changing environment, having life skills is an essential part of being able to meet the challenges of everyday life. The students would learn the nuances of life skills education which will help them in the pursuit of happy life in the personal and professional environment. The students were exposed to the following life skills education.

- Critical Thinking
- Creative Thinking
- Self-Awareness
- Empathy
- Effective Communication
- Inter Personal Relationship
- Coping with Emotions
- Stress Management
- Problem Solving
- Decision Making

Total 98 students (59 from I M.Com & 39 from I M.Com FA) attended Life Skills Education. The participants had an interactive experience with the life skills trainers and learned the significance of life skills education to lead a happy life.



Problem Solving Session during Life Skills Education



Group Activity conducted by Life Skills Trainer on Creative Thinking

## STUDENTS QUALIFIED UGC-NET

The Department of Commerce PG is continuously monitoring and guiding its students to qualify UGC-NET examination. The year June 2019 NET examination, 3 of the III semester M.Com students qualified UGC-NET examination.



### DEPARTMENT OF COMMERCE (PG)

## Qualified UGC-NET in Commerce



**BRINDHA L,**  
II M.Com  
Reg.No.18CM101013



**VARUN DIMRI,**  
II M.Com  
Reg.No.18CM101049



**KONYN TUBA LAPPAY,**  
II M.Com  
Reg.No.18CM101027



Titus Sam Mathew  
III Sem M Com  
18CM101046

## COMMERCIAL EXPORTS IN INDIA

In the financial year 2018-19, India's exports registered a 9.06 % growth to hit a new high of US\$330 billion, surpassing the earlier peak of US\$314 billion in 2013-14 financial year and India's total imports grew at a much higher rate at 10.41 %, amounting to US\$514 billion.

Structure of export helps us to know the different types of goods that our country exports. The export of India is divided into two types. They are traditional and non-traditional (modern). Jute products, tea, cotton garments, metal ore, raw skin, cashew nuts, tobacco leaves and other spices have been exported by India for a long time. As these have been exported for a long time, it is known as traditional export commodities. On the other hand, there are some other goods which are now being included more in export, generally known as non-traditional goods. These non-traditional goods include engineering goods, iron and steel, chemical fertilizers, skin products etc. Among the different countries to which our country exported before independence, the share of England was the largest. Due to our export to other countries and availability of substitutes in England, the importance of England as importer of our products declined.

The countries to which we exported our goods in the year 1987-88 were European Union including West Germany. Except these countries, there was also an increase in the export of our country to the U.S.S.R. Japan, England, organisation of petroleum exporting countries and east European communist

countries. Developing countries were also the importers of our products. The export of India to the U.S.A. and European Economic Union is the largest. Foreign trade policy of India gives importance to export promotion. Different steps have been taken to increase the export of both traditional and non-traditional goods. Increase in export needs means an increase in the demand for our goods in the foreign market. To achieve this, Government has given importance to market related research and survey.

Trade fairs and exhibitions are organised by our Government in the foreign countries to develop and generate interest for our products. Representatives are sent to foreign countries to create market for our products. Bilateral trade agreement is also signed and improved among different countries. Generation of interest for our produced goods is not enough to boost export but it needs to fix an accepted price to the foreigners. It needs modernization of export units and use of new techniques to make it more competitive. Keeping these things in mind our Government has given importance to modernize export units. Different steps have been taken for export promotion. In some sectors, subsidy is given to the export units. In other sectors, permission is granted to import raw materials and machineries etc. against exported goods. Except these, taxes are also reduced on the commodities which are used by export units for producing their goods.



Devasia Sebastian  
III Sem M Com  
18CM101018

## INDIAN COMMODITY MARKET

India, a commodity based economy where two-third of the one billion population depends on agricultural commodities, surprisingly has an under developed commodity and commodity futures market. This is so because the trades in the commodity futures market were banned for almost four decades in India. There must be reasons for and against such ban but one thing it has done is to paralyze the research and knowledge creation in the domain and more so in the Indian context.. In fact india was one of the most vibrant markets till early 70s. Its development and growth was reduced due to numerous restrictions earlier. Now, with most of these restrictions being removed, there is tremendous potential for growth of this market in the country.

India is one of the top producers of a large number of commodities ranging from agricultural to nonagricultural products, with a long history in its trading market. These markets have been experiencing ups and downs since its inception, but with strengthening of the working our country has been able to bring a degree of stability to commodity market. It has been progressing in terms of technology, transparency and trading activity with the removal of government protection from a number of commodities. This action of our government has thus, allowed the market forces i.e. supply and demand, to rule the commodity.

India's agro-based economy and the fact that organized futures market emerged in India as early as 1875, the commodity derivative market should have made a remarkable progress. But a few of government policies and other developments shrunk its growth. Options in cotton were banned in 1939 to curb widespread speculation. In the mid-1940s, trading in forwards and futures was rendered difficult no thanks to price controls introduced by the government of the day. However, the passage of the Forward Contracts (Regulation) Act in 1952 regulated forward trading. But the fits-and-starts story repeated itself when in the 1960s, the government of India (GoI) suspended forward trading in several commodities like jute, edible oil seeds and cotton, fearing a rise in commodity prices.

However, to cool down the backlash, the government offered to buy agricultural produce at the minimum support price (MSP). This would ensure that the farmer benefited. The government also managed storage, transportation, and distribution of agriculture produce. These measures weakened the agricultural commodity markets in India. The post-liberalization era of the Indian economy, however, revved up activity in the commodity markets. The country witnessed the arrival of four national-level commodity exchanges and 20 plus regional commodity exchanges.



Preeja Sajan  
III Sem M Com  
18CM101037

## UNION BUDGET 2019-20

The Narendra Modi Government's budget presented by Finance Minister Nirmala Sitharaman provides a blueprint for the Prime Minister's vision of a USD 5 trillion economy, with a focus on ease of doing business for MSME's and ease of living for citizens. It emphasizes on enabling growth for traditional industries and artisan while offering them business and technology incubation facilities, which is commendable. The government has also given due acknowledgment and assured support to women-led initiatives which will be crucial to leveling the playing field for women entrepreneurs. The dedicated SME portal facilitating online submission and payment of bills will improve the ease of doing business in India. It also highlights crucial role of interoperable and digitally enabled platforms and grids from energy and taxation to highways.

The increase in public shareholding from 25% to 35% is a good step for the deepening of capital markets. It also means that many companies will need to increase their public shareholding, mostly by selling of promoter stake or additional equity issuance. The requirement to meet 35% would result in companies needing to offer approximately 1 trillion rupees to the public. The additional supply of equity should keep a lid on valuations, but in the longer term, it should help in getting more retail money in equity markets. The development of 17 iconic tourist sites as world-class tourist centers by the government comes as great news for the hospitality and tourism sector.

This will not only attract more tourists but also generate better job opportunities. The budget also laid emphasis on the promotion of the rich tribal heritage of India and its culture. Steps were taken to ensure that it goes beyond our own borders will encourage tribal arts, crafts, and fashion on a global platform. This might put us on the world map and generate revenue for the tribal sections of the society. Eradication of Angel tax has assured that the funds raised by starts ups would not be required scrutiny by the tax department. Also, Special measures should be taken by the tax department for pending scrutiny of Startups. Introduction of exclusive start-ups TV programs on Doordarshan is a big boost to start-ups industry and investors.

Taking another remarkable step towards the globalization of industries, FM has announced an annual global meet with National Investment and Infrastructure Fund (NIIIF) as the anchor. This meet will provide a collaborative platform to industrialists, corporate leaders, corporate sovereign and venture funds and will accelerate the economic growth. Digitization has given a major boost to the robust education system in India - the second largest market for e-learning after the US. Therefore, a National Education Policy to bring India's higher education system on par with global standards will be a big leap towards bolstering the e-learning market. With the resultant demand in e-learning, Vedantu will leverage this opportunity towards improving

outcomes for students hailing from even the remotest part of the country, this will be possible by using the pillars of technology such as AI & ML. The government's plan to re-energize the education sector is a positive step to boost the morale of young learners. On the back of these emerging technologies such as AI & ML will help in spreading education through EdTech platform across the country. Further, the proposition to launch 'Study in India' that will position India as a prime destination for higher education amongst students abroad, will open doors and present opportunities for educators and e-learning sector as a whole. Education has received 10% higher allocation in this budget which will help schools and higher education institutions in the country invest in catching up with industry requirements. This budget will catalyse India's journey to electrification and will be beneficial for both, the e-mobility industry as well as consumers who are looking to make the shift to electric vehicles. The budget has a strong synergy with the FAME - II scheme and the announcement will generate positive sentiment. Lowering GST rates on electric vehicles to 5% will make EVs more attractive to the buyer in the future. In addition, incentives on income tax will also increase the momentum for the sector. Pension benefits to 3 crore shop owners under the new Pradhan Mantri Karamyogi Mandhan Scheme has been implemented and also they have initiated zero budget farming wherein farmers can benefit through modern farming methods involving zero credit for agriculture and

zero use of chemical fertilizers. This will double the farmers' income in future. Another great news is setting up of 10,000 new farmer producer organizations and giving access to quality water for harvesting. Further, to ensure that the farmers reap the benefits of National Agriculture Market or e-Nam in better price discovery and facilities for smooth marketing of their produce, government must educate and train the farmers.

Overall it is a non-populist holistic budget keeping '5 Trillion Dollar Economy in next 5 years' in mind. Hopefully, welcome the new budget and trust that this will encourage faster adoption of e-mobility in India.



Ammu George  
III Sem M Com  
18CM101004

## Wake up dreams

Dream speaks when it truly  
dipped with efforts.  
Its noise has silence as still  
like a flower blooms in the garden  
slides of sweet moments keep on coming up  
Gazing over a blue sky for a long time  
thinking of something which is  
beyond ones reach  
Is the stars glitters moon shines brighter the  
more darken night it becomes.  
Touching to someones heart  
who is near to you  
Influencing like it truly belongs to you  
A part from dreams lets  
connect with realities  
add some essence of efforts  
and turn to possibilities.  
I really wanted grow with my strengths  
with adding some more flavour  
of hurdless blender.  
Leading to the way I choosen  
Eventually it belongs to me and my way.  
I pool of opportunities is  
waiting onto the door  
Its high time to left up everything  
and trip to an opportunities  
Just smile and calcmup every situation  
Beyond every things just step up to fulfil  
all your imaginations





Jesteena Thomas  
III Sem M Com  
18CM101023

## Role of Youth in Nations Building

We cannot build the future for our youths, but we can build our youths for the future. This prevents clearly states that the today's youth is the bright future of our nation. Why the future is in the hands of our youth? The answer is simple. India comprises of nearly 60% of its total population as youths, i.e. citizens ranging from the age group of 14-35 years. Such a vast population of India is in the form of young people and so the role of youth in building a nation shall be significant. Today's youth is restless, as well as versatile. India being a developing country, if its youths are properly channelized and guided in the right direction. In today's world of technology, there's hardly any field where we youths, haven't entered. Not only entered, but have proven ourselves.

The young people of India, if properly guided, can bring wonders to this nation; Role of youth in building and sustaining India by all factors is very important. The upcoming generations as well are so fast forward. With their outstanding grasping power, the youth of India can be rightly called as 'The future' of India ahead. But as we know each and every factor has its own pros and cons. Being intelligent the youth is restless too. They are not firm in their decisions and actions and so this can be devastating factor for India. The need is to guide this sparkling diamond in the right direction. The role of today's youth in building India is huge, vast Today's youth is more aware of its rights and responsibilities. Unlike the previous generation today's generation is getting educated which is the most crucial factor

as to the development of a nation is concerned. They are aware of their rights and object them if they aren't benefited. Previously, the people were unaware of their right and so the crimes were in large numbers. Even today India is not free from crimes, but the youth is raising its voice in large numbers. Today's youth don't accept the changes made in the economy 'Blindly'. If not satisfied they resist the change. And this characteristic have made several politicians to give up their seats. Today's generation think before they act and commit to anything, they come across. They oppose without any fear, which is helping in developing our India. But still, its a long journey to go, where youths will eventually be the pure most factor in shaking the Indian economy and personally feel, the youth is marching in the right direction. They are aware of their responsibilities and rider towards India. Gradually, the previous generation is coming to an end and its the time of our youth to prove themselves and they are working harder every new day. The scam scandals and all 'wrong' done by our politicians is slowly getting uprooted and even here our youth is playing a vital role. Because of such a sparkling youth of India, that day is not far, where we will finally be an independent and a developed nation in all sense. "Youth is like a hot burning iron, need is to hammer it at the right time."

## **Value Education: Choices We Need to Make in Life Begins at PU Level**

Ms. Konyn Tuba Lappay, III Semester M.Com, Department of Commerce PG delivered a lecture on “Value Education: Choices We Need to Make in Life Begins at PU Level” at St. Mary’s P.U College from 10 am to 12 pm on 1<sup>st</sup> July, 2019.

The main objective of this workshop is to enable P.U students to decide on career opportunities available after 12th and how they can make themselves equipped to this volatile, uncertain, complex and ambiguous world where they don’t have to run for success but in fact strive for excellence and success is guaranteed. She spoke about 5 principles to be excellent in this modern era.

There were about 40 students from different streams like commerce, arts and science actively attended the session. The students have said that the session was fruitful and equipped them to flourish in the volatile, uncertain, complex and ambiguous world.

**Ms. Konyn Tuba Lappay addressed to PU Level Students at St. Mary’s P.U College**



## **EBSCO ON-SITE TRAINING SESSION**

Department of Commerce PG organized EBSCO On-Site Training Session on 02<sup>nd</sup> August, 2019 at Mini Audi (PG Block) from 3.45 pm to 4.30 pm for enabling students to access to high quality data and information on research papers, books & online sources of materials. The resource person is Mr.M.S.Srinivasa, Training Manager, EBSCO Information Services India Pvt. Ltd. conducted this training session for I Semester & III Semester M.Com & M.Com FA students.

On-site training is delivered in a live classroom setting and always focuses on the specific requirements of the student fraternity in accessing online sources of materials. The On-site Training session typically consists of a variety of learning methods: lecture, day-in-the-life demonstrations of configured application, and independent exercises to reinforce concepts and solidify learning.

Total 188 students (50 from III M.Com, 39 from III M.Com FA, 59 from I M.Com & 40 from I M.Com FA) attended the training session. The trainer made it easy for the students on how to access on-site platform and provided them with a robust experience to access the quality articles, research papers, books, e-books, e-contents, etc.

**Training Session on “How to Access On-Site Resources” conducted by  
Mr.M.S.Srinivasa, Training Manager, EBSCO**



## **IMPULSE 2K19**

The Department of Commerce PG organized Impulse 2K19 – An Intra-collegiate PG Commerce Fest in 19<sup>th</sup>, 22<sup>nd</sup> & 24<sup>th</sup> August, 2019 at Admin Block from 9.00 am to 4.30 pm. The inauguration and valedictory ceremony was held at Mini Auditorium II (UG Block) on 24<sup>th</sup> August, 2019. The crux of Impulse 2K19 is to provide a vibrant platform for the first year M.Com & M.Com FA student to explore their skills, competency and knowledge in the functional domains of commerce such as financial analysis, investment banking, virtual trading, tax planning & advices, venture capital and auditing. This is the first time in the history of Commerce PG, the Impulse has core events related to commerce.

The Impulse 2K19 was inaugurated by the Chief Guest Mr.N.Ragavendra, Talent Acquisition Manager, Standard Chartered Bank, Bengaluru, who had an active interaction with the students on role of Fest in molding soft skill sets and employability skills of the students and bridging a gap between the industry and the academia. He also highlighted the importance of soft skills sets in the development of core competency. The valedictory ceremony of for the Impulse 2K19 was chaired by Rev. Fr. Emmanuel P J, Director, Kristu Jayanti College of Law who appreciated the efforts of staff and student co-coordinators and organizers in the successful conduct of the Impulse 2K19 and congratulated all winners and participants for their active participation and involvement in the various events of Impulse 2K19.

Total 10 teams comprising 99 first semester M.Com & M.Com FA students actively participated in various events of commerce like Financial Analyst, Auditor, Venture Capitalist, Investment Banker, Mock Stock & Tax Advisory. The participants were highly delighted and overwhelmed with the way and manner the events were conducted by the organizing team. Impulse 2K19 provided the organizers and participants a vibrant platform and forum to develop their leadership skills, inter-personal skills and communication skills. Most of the participants have responded that Impulse 2K19 provided them an opportunity to showcase their skills, talents and exposures. The prize winners were honoured with trophies and certificates of excellence and all the participants were given the participation certificates.

## Impulse 2K19 – An Intra-collegiate Commerce PG Fest

**Kristu Jayanti College**  
AUTONOMOUS Bengaluru  
Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

**DEPARTMENT OF COMMERCE PG**  
**IMPULSE 2K19**  
**PROMPTUS**  
**Intra-Collegiate Fest**

**Venture Capitalist** **Mock Stock**

**Investment Banker** **Auditor** **Tax Advisory** **Financial Analyst**

**Venue: Mini Audi II (Main Block)** **Date: 24<sup>th</sup> August, 2019** **Time: 9 am – 4.30 pm**

### Impulse 2K19 - Promotion Team



## **RESEARCH POSTER PRESENTATION**

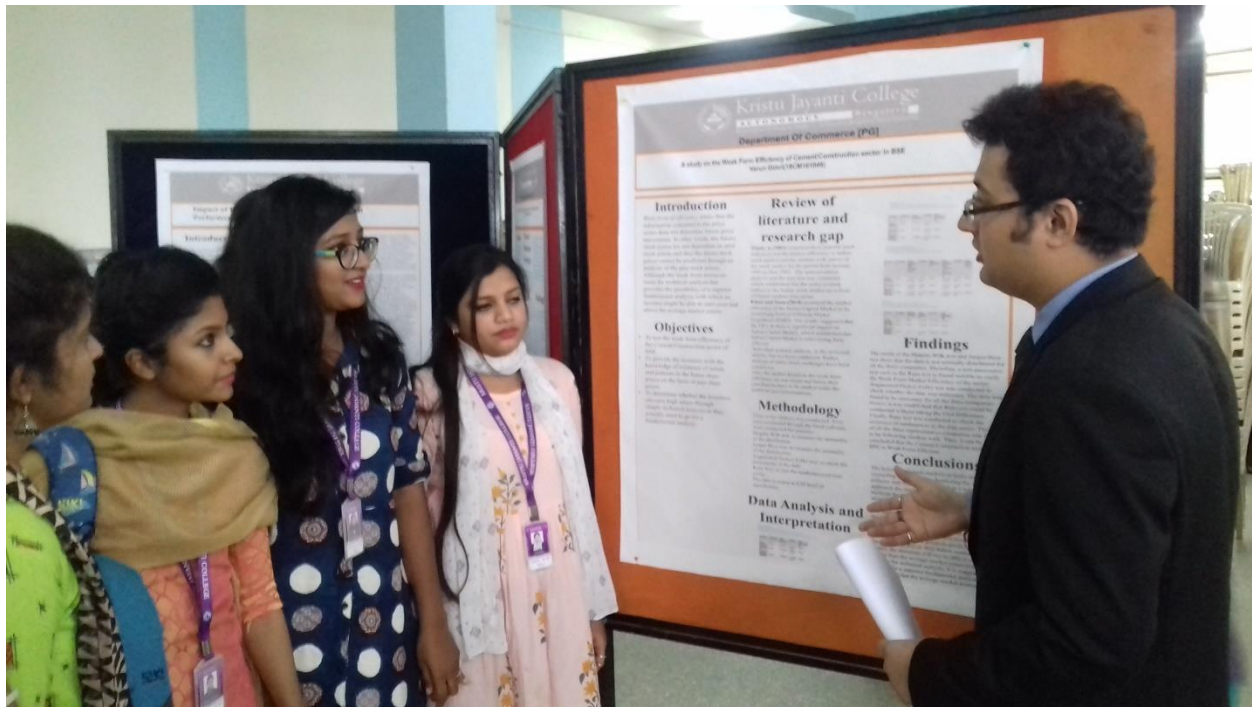
Department of Commerce PG organized "Research Poster Presentation" on 13th August, 2019 at Main Audi (UG Block) from 11 am to 4.30 pm. Total 77 research posters in various functional domains of commerce & business presented by III Semester M.Com & M.Com FA Students.

A research poster presentation with an academic or professional focus is the presentation of research information and findings by the researchers in the form of posters to the spectators. Research posters are widely used in the academic community and to summarize the research information and findings concisely and attractively.

The poster is usually a mixture of a brief text mixed with tables, graphs, pictures, and other presentation formats. At the event, the researcher stands by the poster display while other participants can come and view the presentation and interact with the author for any research discussion.

Total 120 students and few faculty members viewed research posters presented by III Semester M.Com & M.Com FA Students. The viewers had an interaction with presenters on the major thrust areas of research such as the research gap, objectives of the research, methodology used in the research, the tools & techniques applied in the research and conclusion of the research. The participants have felt that this flagship event provided them a forum and platform for exchanging their research thoughts and ideas with the spectators.

**Mr. Varun Dimri, III M.Com Presenting his Research Findings to Onlookers**



**Mr. Varun Dimri, III M.Com won First Prize in Research Poster Presentation**



## **KRISTU JAYANTI TAX ADVISORY CELL (KJTAC)**

The Kristu Jayanti Tax Advisory Cell (KJTAC) of the Department of Commerce PG has organized the second edition of an awareness program on “e-Filing of Income Tax Return” in 27<sup>th</sup> August, 2019 from 2.40 pm to 4.30 pm at B402 (Admin Block) for the benefits of faculty members and final year students. KJTAC was established by the Department of Commerce (PG) in 23<sup>rd</sup> July, 2018 with the aim of providing income tax related information and services to the individual income tax assesses of our college.

The KJTAC seeks to empower and enable individual income tax assesses to become technically sound on e-filing of income tax returns and tax information and services. The objective of this awareness program is to provide a platform for the teaching fraternity and students to file their income tax returns online in the official portal of Income Tax Department, Ministry of Finance, Government of India.

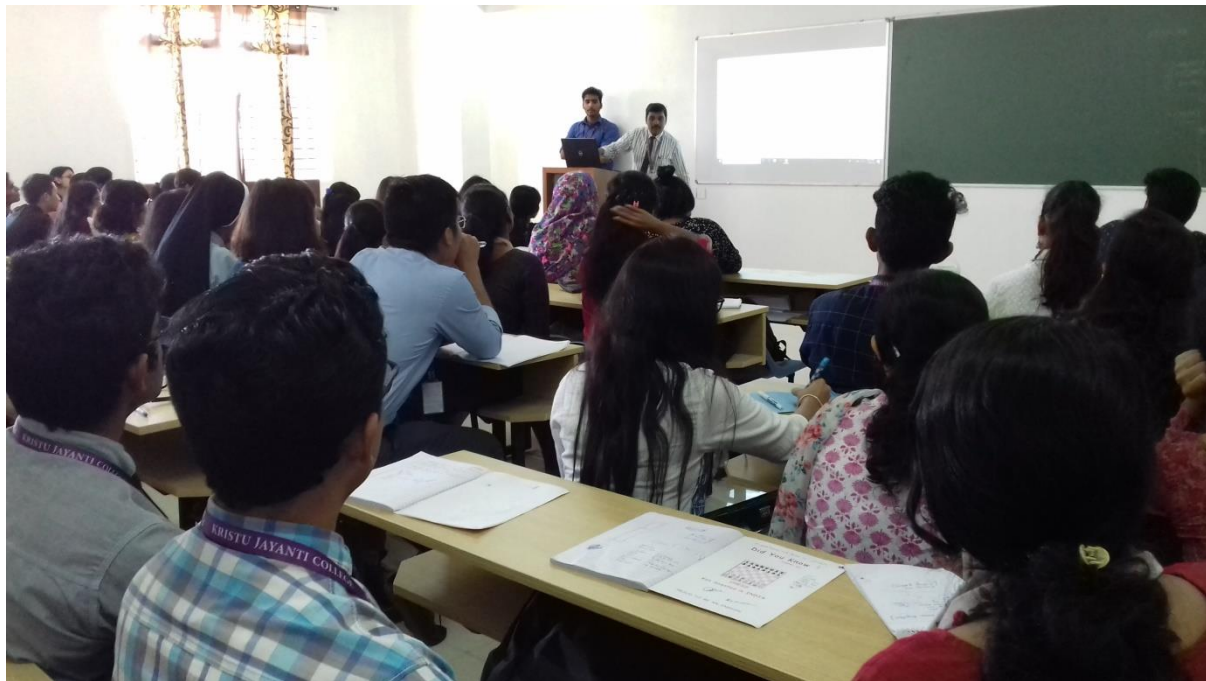
It also provides the value-added tax planning information and services for the tax savings objectives of individual income tax assesses. Besides e-tax filing services, the cell also extended consulting / advisory services on various tax planning schemes that are available to suit varying income tax savings objectives of individual tax assesses. This awareness program provided the participants the hands-on training and information on e-filing of income tax returns in the official portal of Income Tax Department. The income tax assesses can avail the income tax information and services via KJTAC.

Kristu Jayanti Tax Advisory Cell  
Contact Number: +91 7795095065  
Department of Commerce PG

Total 103 participants attended the awareness program on “e-Filing of Income Tax Return” and responded that the KJTAC provided them a vibrant platform and hands-on support to access the income tax related information and services for their IT return and e-tax filing online.



### III M.Com & III M.Com FA Participated in “e-Filing of Income Tax Return”



## **Industrial Tour**

Department of Commerce PG organized Three Days Industrial Tour to Hyderabad from 28.09.2019 to 02.10.2019. Total 81 students and 3 faculty members visited various places in Hyderabad. Dr.M.Krishnamoorthi, Ms. A Pushpa & Dr. K.Sivasubramanian were the faculty coordinators who accompanied III M.Com, III M.Com FA & III MA Economics Students for Industrial Tour to Hyderabad. The places visited by our students are Salar Jung Museum, Charminar, Ramoji Film City, Hussain Sagar Lake, Lumbani Park, Birla Mandir etc. The students along with the faculty members have also visited one of the reputed industries J.K Fenner (India) Limited for acquiring practical knowledge and exposures on various functional areas of the Industry. This industrial tour aims to provide the students with a practical real-world perspective on different functions in organizations such as Marketing, HR, Finance, Operations, Customer Service, Logistics, etc.

### **Learning Outcome:**

- Students were exposed to various functional areas of the Industry and they acquired practical knowledge on different operations of the industry. They were also exposed to lectures given by the CEOs of the Industry.
- The practical exposures about Industry are really important for the PG students to have better understanding of the subjects taught in the programme.

The students and faculty members had the pleasant, joyful and wonderful experience in the Industrial Tour and it has also provided the students a platform to learn about various functional areas of the business concern and acquire practical exposures on the operations of the Industry. The Industrial Tour helped in creating a better relationship among students and faculties as well. The students were highly delighted with the places visited by them and experienced a great amount of knowledge, cheerfulness and excitements during the Industrial Tour.

**Company Executives, Faculty Coordinators & Students at the Premises of J.K Fenner (India) Limited**



**III M.Com & M.Com FA Students Attended Guest Lecture at J.K Fenner (India) Limited**



**7<sup>th</sup> International Conference  
On  
“Enhancing Business Competitiveness for Sustainable Growth”**

The Department of Commerce & Management jointly organized 7<sup>th</sup> International Conference On “Enhancing Business Competitiveness for Sustainable Growth” in collaboration with IMA (The Association of Accountants and Financial Professions in Business) and Miles Education on 26<sup>th</sup> & 27<sup>th</sup> September, 2019 at Kristu Jayanti College from 9.00 am to 5.00 pm. The crux of this conference is to provide an inclusive platform for the academicians, research scholars, students, industrialists and professionals from various public and private sectors to present and discuss research findings, recent innovations, emerging trends, unrelenting issues, challenges and solutions on the pitch of enhancing business competitiveness for sustainable growth.

**Inaugural Ceremony:** Dr. Martin Meznar, Associate Dean, Global and Civic Engagement, Walker College of Business, has kindly consented to be the Chief Guest of the occasion and delivered the inaugural address emphasizing on business competitiveness through four main industries such as energy industry, transport industry, health care sector and education sector. He also threw a light on the major issues and challenges that might take place in these industries for the coming years. During his speech, he has made a point that every individual has the global responsibility for conserving environment, air, water, energy, etc. which could lead to the better world.

**Keynote Session I:** Mr. B.C Rao, Managing Director, Kennametal India Ltd, Bangalore delivered a Keynote address on “Challenges of Enhancing Business Competitiveness in Today’s Era”. He deliberated about certain challenges that are prominent to maintain business competitiveness, such as relevance, risk of getting commoditized, technology led disruption and many more. He also further suggested the following overcoming measures:

- Focus on operations excellence
- Customer centricity
- Innovation
- Leadership perspective

**Keynote Session II:** Dr. N Ramesh, Head Quality, Taegue Tec India Pvt. Limited delivered a keynote address on “Sustainable Development: A Key for Business Competitiveness” and highlighted that sustainable development is a strategy that meets the needs of enterprise and stakeholders. He also pointed out the major initiatives towards sustainable development. They are deeper understanding about sustainable business, engaging with stakeholders, focusing towards goals and commitment, converting risk into opportunity, value addition to the employees and customers which will create vision, opportunity for the growth, participative work environment. The session thus concluded with an interaction regarding this new approach to business practices.

**Keynote Session III:** Mr Sanjeeth Hedge, Senior Partner, Banana IP Counsels delivered a keynote address on “Role of Intellectual Properties in Building Business Excellence”. He focused on two major aspects of business such as marketing and innovation which are the key to keep the business high and also highlighted the various intellectual property rights like patents, copy rights, trade marks, industrial design, etc. and also threw light on use of intellectual property in the following sustainable areas:

- Competitive advantage
- Marketing advantage
- Intellectual property as an asset and
- Valuation of business

**Keynote Session IV:** Mr. Georgy Mathew, FCA, Sr. Partner, Varma and Varma Chartered Accountant delivered a keynote address on “Recent Reforms in Indian Financial Sector”. In this session, he highlighted various recent reforms in Indian Financial Sectors such as banking sector, insurance sector and capital market. In terms of banking sector, he briefed about consolidation of bank, capital inclusion, and small finance bank and insolvency and bankruptcy codes. In terms of insurance sector, he highlighted innovative insurance products for meeting varying necessities of the people. In terms of reforms in capital market, SEBI regulations were discussed to protect the interests of investors and market. He also pointed out the financial sectors reforms that have taken Indian financial system closer to global standards.

**Valedictory:** Mr Jayas Damodaran, Country Head –Sales Programme, Salesforce.com has kindly consented to be the Chief Guest of the Valedictory Ceremony and delivered the valedictory address on “Enhancing Business Competitiveness for Sustainable Growth”. He highlighted that sustainable growth is a core value and weapon to sustain the business in the intense competitive business world. The core value of the sustainable business must have a focus on the customers, employees, suppliers, value chain, innovation, flexibility, etc.

A total of 57 research papers in various functional domains of business, commerce and management were presented at 7<sup>th</sup> International Conference on “Enhancing Business Competitiveness for Sustainable Growth”. This International Conference has attracted the prodigious response of 76 delegates from different states like USA, Telangana, Andhra Pradesh, Kerala, Tamil Nadu, and Karnataka and four delegates from Kristu Jayanti Family. All the 80 delegates have meticulously presented their research papers and shared their research findings, knowledge and experience in this 7<sup>th</sup> International Conference. The outside delegates have felt that this conference provided them a simulative platform for exchanging their research ideas, thoughts and findings and acquainted them with the knowledge on the conference theme.

### **Rev.Fr.Josekutty P D delivered a Presidential Address in 7<sup>th</sup> International Conference**



**Rev.Fr.Augustine George Presented a Memento to the Chief Guest Dr. Martin Meznar, Associate Dean, Global and Civic Engagement, Walker College of Business**



## SESQUICENTENNIAL CELEBRATION OF GANDHI JAYANTI

The Department of Commerce PG commemorated "Relevance of Gandhian Thoughts in Modern Era" as a sesquicentennial Celebration of Mahatma Gandhi 150th Birth Anniversary on 1<sup>st</sup> October, 2019 from 3.30 pm to 4.30 pm in Class Room No.B402 (Admin Block). The Gandhi Jayanti was celebrated on 02 October 2018 as beginning of 150 years of celebrating the Mahatma marked the culmination of the 'Swachhta Hi Sewa' event.

Government of India has decided to commemorate the 150th birth anniversary of Mahatma Gandhi, Father of the Nation, at national and international level to propagate his message. On this occasion, Department of Commerce PG commemorated this Programme. The organizing team of this Programme comprises:

- a) Ms.Teena Benny Thomas, I M.Com
- b) Mr.Sandeep S, I M.Com FA
- c) Mr.Austin Antony, I M.Com FA
- d) Ms.Malavika, I M.Com
- e) Ms.Praneetha, I M.Com
- f) Ms.Annu Kuriakose, I M.Com
- g) Mr.Jeffrey, I M.Com

The programme includes the following events:

- 1) A video portraying glimpses of Life of Mahatma Gandhi.
- 2) Presentation on various modern day leaderships qualities inspired by Mahatma Gandhi.
- 3) Debate on "Relevance of Gandhian Thoughts in Modern Day Era"
- 4) A Tribute Song to Mahatma Gandhi

Total 98 students patriotically attended the programme and they were happy with the way the organizing team conducted the Programme. They also learned about invaluable glimpses of life of Mahatma Gandhi.



**Debate on "Relevance of Gandhian Thoughts in Modern Day Era" conducted by Organizing Team**



**Presentation by Ms.Teena Benny Thomas portraying glimpses of Life of Mahatma Gandhi.**



## Certificate Course on Basics of Decision Science

Department of Commerce PG conducted a Certificate Course on Basics of Decision Science on 19<sup>th</sup> to 21<sup>st</sup> November, 2019 at Class Room No.B402 (Admin Block) from 9 am to 4.30 pm. This Certificate Course usually tests the student's ability to acquire decision making skills and problem-solving skills. The main objective of conducting this Certificate Course is to supplement students with the scientific, decision making, analytical, reasoning, comprehensive and quantitative skills required to be competent in the preliminary stage of the interview process and in the competitive examinations. The basics of decision science are the most important requisites for clearing any competitive exams and cracking the initial round of the interview. The chapters of the course along with the resources persons are as follows.

<b>Title of the Session</b>	<b>Resource Person</b>	<b>Learning Outcome</b>
<b>Unit I:</b> Simple Interest (SI) and Compound Interest (CI)	Dr.Murugesan T K	Students were familiarized with the calculation of the compound and the simple interest from the given data.
<b>Unit II:</b> Average & Percentage	Dr.Muthukumar V	Students have acquired knowledge on expressing the numbers in the base of a fraction of 100
<b>Unit III:</b> Profit & Loss	Ms.Madhu Druvakumar	Students have learned the concepts in Profit and Loss which play a fundamental role in the realm of accounting.
<b>Unit IV:</b> Number Series	Ms.Pushpa A	Students have learned skills to with a sequence formed out of numbers and to detect the rules that result in the formation of a number series.
<b>Unit V:</b> Data Interpretation	Dr.Krishnamoorthy	Students are equipped with the interpretation skills of making sense out of a collection of data that has been processed.

Total 89 students (50 from IV M.Com & 39 from IV M.Com FA) attended this three days certificate course. The participants of this course will be equipped with intellectual, analytical, reasoning, comprehensive, logical, numerical and reasoning skills to crack the aptitude round of the interview, competitive examinations and UGC-NET Examinations. The participants have felt that this course provided them a platform for acquiring all soft-skills set, decision making abilities and numerical capabilities for cracking any competitive examinations.

**Data Interpretation as a part of the Certificate Course conducted by  
Dr.M.Krishnamoorthi for IV Semester M.Com & M.Com FA Students**



## INTERNATIONAL ACCOUNTING DAY

I M.Com & I M.Com FA students of Department of Commerce PG commemorated an Interactive Programme on 11/11/2019 from 3.30 pm to 4.30 pm as a part of Celebration of International Accounting Day at Class Room No. B402 (Admin Block). The International Accounting Day is celebrated yearly on November 10. It is the day in 1494 when Venetian Mathematician Luca Bartolomeo De Pacioli published an epic tome that included an in-depth look at book-keeping practices. The organizing team of this Programme comprises Mr.Vijay Kumar, I M.Com; Ms.Teena Benny Thomas, I M.Com; Ms.Malavika, I M.Com; Ms.Annu Kuriakose, I M.Com; Ms.Reena, I M.Com; Ms.Merlyn Claire; Ms.Priyanka V, I M.Com FA; and Ms. Uzma Inayath, I M.Com FA.

The programme includes the following events:

- 1) A video portraying glimpses of Luca Pacioli
- 2) Presentation of Book-Keeping Practices unveiled by Luca Pacioli
- 3) Business Quiz on common Book-Keeping Practices
- 4) A presentation depicting the relevance of mathematical concepts in accounting.

The organizing team of this Programme has thrown a light on the following:

- History of accounting as an established practice dates back several millennia. Records and documents originating from the Mesopotamian region traced back as far as 5,000 B.C. reveal the employment of accounting systems in the service of tracking the exchange of goods between temples.
- Further evidence of the prevalence of accounting would appear from discoveries in ancient Egypt and Babylonia, but the most comprehensive findings would first originate from materials belonging to the period of the Roman Empire.
- Information notated across innumerable archives during this era show detailed quantifications kept across areas, spanning public revenues, private expenditures, the distribution of commodities, and more.

Total 80 students from I M.Com & I M.Com FA attended the programme and they were highly delighted with the way the organising team conducted the programme. The students have acquired knowledge about the field of accounting which has undeniably developed significantly since its introduction in pre-modern times. They have experienced the robust advancements in the field of accounting throughout the Middle Ages and the Renaissance period. The International Accounting Day is celebrated on the anniversary of the publication of a critical work in the 15th century by an Italian mathematician.

## Organizing Team made a Presentation about Mathematician Luca Pacioli



## Organizing Team Conducted a Quiz Programme during the Celebration of International Accounting Day



## **ALUMNI–ACADEMIA MEET FOR EXPERIENTIAL LEARNING**

The Department of Commerce PG held Alumni-Academia Meet on 03/12/2019 in Class Room No.B402 from 1.45 to 2.30 pm for sharing the professional and personal experience by alumni with IV M.Com & IV M.Com FA Students.

The alumni meet is conducted every year in order to reconnect with the Alumni and celebrate their success and various achievements.

An Alumni Meet is organized to celebrate and refresh old relationships and form new ones. It is an occasion when students gather at their Alma Mater, go down the memory lane and look forward for new interactions with new hopes. The alumni are thrilled to be back in the campus again and interact with new students.

The alumni serves as the supporting wing of the institute, shares a high degree of knowledge and professional expertise with final year students of M.Com & M.Com FA Programmes. This meet provides the students fraternity an interactive platform for sharing their ideas, thoughts and opportunities prevailing outside the world. The following points were shared by our alumni.

- **To provide career guidance programme**
- **to give more importance to**
- **development of communication skills of the students.**
- **Alumni meet is the platform for the youngsters to have more contact with their**
- **seniors**
- **highlighted the importance of acquiring language skills. He also stressed the importance**
- **of attending the Alumni meet for getting more contact with seniors.**

The Alumni who shared their personal & professional experience with the final year students are:

- 1) Ms.Padmashree, Tax Analyst, E & Y
- 2) Ms.Ayeesha Samreen, Asst. Professor. Jain University
- 3) Ms.Gagana D S, Full Time Research Scholar, Central University of Tamilnadu
- 4) Mr.Joseph Mathew, Asst. Professor, Christ Institute of Science and Technology
- 5) Mr.Alan George, Asst. Professor, SFS College. Electronic City.

## COMMERCIA 2K19

The Department of Commerce PG organized Commercia 2K19 – A National Level Inter-Collegiate PG Commerce Fest on 12<sup>th</sup> December, 2019 from 9.00 am to 4.30 pm. The inauguration and valedictory ceremony were held at Mini Auditorium (PG Block). The crux of Commercia 2K19 is to provide a vibrant platform for post graduate commerce students across the nation to explore their skills, talents, competency and knowledge in the functional domains of commerce such as financial analysis, investment banking, virtual trading, tax planning & advices, venture capital and auditing. This is the first time in the history of Commerce PG, the Commercia 2K19 witnessed core events related to commerce. The theme chosen for Commercia 2K19 is “Revelation” which means “Exposure to Reality”.

Mr.Nandan Bhatia, Chapter Head - South GACS (Global Association for Corporate Services) has kindly consented to be the Chief Guest of Commercia 2K19. Mr. Nandan Bhatia has worked in Britannia for over a decade and also has worked in the operational research for about 11 years. He has also had a national role which helps the company to increase its market share in India and abroad. He has also won various awards including Namma Bengaluru Award. He is also one among those who initiated to discuss about ripple effect and organizational growth. Mr.Nandan Bhatia has said that it is a pride moment for him to inaugurate Commercia 2K19 and address the young minds. He stated that when you take up a task it is important that you take up the responsibility and accountability for the task. He further stated that how he took lead in a project of reducing carbon footprints as a part of corporate social responsibility. One should work towards achieving a task with a positive attitude. He spoke about various challenges in life and the mind-set of how you are going to face it. With the dedication and determination, you can make your dreams come true. He said “Education is not just learning of facts; it is also the learning of minds to think.” He concluded with a quote of Mahatma Gandhi, “Live as you have to die tomorrow, learn as if you have to live forever.”

Total 10 colleges comprising 104 student delegates from various parts of the nation actively participated in different events of Commercia 2K19. The key events of Commercia 2K19 are Venture Capitalist, Investment Banker, Auditor, Tax Advisory, Financial Analyst, Mock Stock and Paper Presentation. The participants have strongly felt that the event coordinators and committee heads have meticulously planned their roles and managed their time properly. The students of this college handled their roles well and portrayed a good example of how the culture of institution and the department is to be maintained. The participants were highly delighted and overwhelmed with the way and manner the events were conducted by the organizing teams. The prize winners were honoured with trophies and certificates of excellence and all the participants were given the participation certificates. The Overall Championship in Commercia 2K19 bagged by Christ University.

## The Overall Championship in Commercia 2K19 Won by Christ University





## **Orientation Programme on Project Guidelines**

Department of Commerce PG organized an Orientation Programme on Project Guidelines on 19<sup>th</sup> December, 2019 at Class Room No.B402 (Admin Block) from 1.45 to 3.00 pm. Dr.T.K.Murugesan, Associate Professor, Department of Commerce PG oriented IV Semester M.Com & M.Com FA Students with the systematic and step-by-step guidelines on the “Art of Writing and Preparing Project Report” for ensuing semester. The main objective of this Orientation Programme is to supplement students with the basic guidelines, format and procedure required to write and prepare the project report. This programme has been envisaged to provide hands-on training on the sequence in which the academic project report is to be prepared by the students. The resource person has thrown a light on the sequence in which the project report material should be arranged and bound as follows:

- Front Pages: Title Page, Certificate, Declaration, Acknowledgement, Table of Contents,
- Index or Abbreviations
- Chapter I - Introduction
- Chapter II – Review of Literatures and Research Design: Rationale of the study, Objectives of the Study, Research Methodology, Hypothesis Statement, Methods of Data Collection, Sample Size, Research Instrument, Sampling Type, Area of study, Period of study, etc.
- Chapter III – Industry and Company Profile / Theoretical perspectives
- Chapter IV – Analysis and Interpretations
- Chapter V – Findings, Suggestions and Conclusions
- End Pages: Bibliography & Appendix – Questionnaire or Interview schedule

Total 89 students (50 from III M.Com & 39 from III M.Com FA) attended this Orientation Programme. The participants of this orientation programme will be equipped with the use and applicability of research concepts, tools and techniques for the preparation of both academic and empirical research projects. The participants have felt that this orientation Programme provided them the insights and knowledge of preparing project reports.

**Orientation Programme on Project Guidelines conducted by Dr.T.K.Murugesan**



## **RURAL EXPOSURE PROGRAMME - GRAMASAMVEDITHA**

Department of Commerce PG organized Two-Day Rural Exposure Programme with a tag line of Gramasamveditha for I Semester M.Com, M.Com FA & M.Com FA with CIMA from 11<sup>th</sup> to 12<sup>th</sup> February, 2020 at Kannamangala village, Doddaballapur Taluk, Karnataka.

To inculcate the student fraternity with the core values and a social concern towards our society and to give them a forum to learn from the Rural India, the first year M.Com & M.Com FA students were taken to sensitize the rural village.

In Gramasamveditha, students stayed in a village, observed, learned and conducted various activities and surveys to cognize living standards, cultures, taboos, ecosystem and social and economic issues of rural people. Students interacted with people in the village by way of a formal survey and also through informal activities. Students also conducted an awareness campaign on the various schemes and policies of Central and State Governments as a way to reach out the rural poor through financial inclusion.

Students also conducted various indoor and outdoor games and activities for the village people and school children and motivated them with prizes, mementos and gifts. This Rural Exposure Programme with a tag line of Gramasamveditha acts as an eye opener to the student fraternity in understanding their social responsibility towards wellbeing of the society and the country at large.

Total 98 students had an active participation and involvement in Rural Exposure Programme. The students have sensitized that the Gramasamveditha was a wonderful experience and was an once-in-a-lifetime opportunity to observe and interact with people in a rural area. This Rural Exposure Programme provided an excellent platform for the students to bond with each other and to learn valuable life and social skills as well. Having fun activities with school children was the crux part of the programme agenda as well.

## Social Interaction by Students with Rural People at Kannamangala Village





## **Industrial Visit (IV)**

Department of Commerce PG organized One-Day Industrial Visit at NSL Sugars Limited, Madur, Karnataka on 6<sup>th</sup> January, 2020 for the benefits of II Semester M.Com & M.Com FA Students. Total 91 students escorted by 2 faculty members visited the Industry. NSL Sugars Limited (NSL) is one of the most efficient sugar companies in south India and a sugar arm of 'NSL' group. NSL Group entered the 'sugar' business being related to agro- commercial crop business.

Industrial Visit is considered as one of the tactical methods of learning real-time applications. The main aim of the Industrial Visit is to provide an exposure to students about practical working environment and it also provides students a good opportunity to gain an inclusive awareness about industrial practices. Through industrial visit, students can know things practically through interaction, working methods and employment practices. Moreover, it gives exposure from academic point of view. After visiting an industry, students can gain a combined knowledge about both theory and practical. Students will be more concerned about earning a job after having an industrial visit.

This industrial visit provided the students with a practical real-business world perspective on different functions of NSL such as Marketing, HR, Finance, Operations, Customer Service, Logistics Management, Inventory Management, etc.

### **Learning Outcome:**

- Students were exposed to various functional areas of the Industry and they acquired practical knowledge on different operations of the industry. They were also exposed to lectures given by the CEOs of the Industry.
- The practical exposures about Industry are really important for the PG students to have better understanding of the subjects taught in the programme.

The students and faculty coordinators had a real time experience on different functional areas of NSL and it has also provided the students a platform to learn the day-to-day workings of the Industry and understand its operational issues of various functional areas of the Industry. This visit also helped the students to keep update regarding the current management practices followed by the company and acquire traits that the industry demands from them.

**Company Executives, Faculty Coordinators & Students at the Premises of NSL Sugars Limited**

