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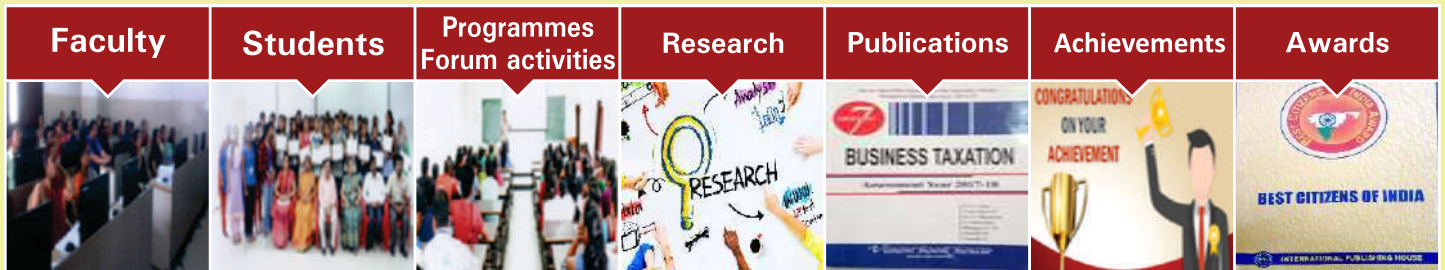
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DEPARTMENT OF COMMERCE AND MANAGEMENT

MISSION : Perform or Perish

Chief Editor: Dr. Anuradha Roy

VISION : Quality Deliverance



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From the Desk of the Chief Editor...

I am happy that the Vol. XI, Issue II of Commerce Voice is being brought out on schedule. The newsletter of the department of Commerce & Management continues to be a wonderful record and document of the activities and initiatives of the vibrant department. In the last year, the Business Lab initiative of the Department has taken off in a big way. Along with this is a significant increase in the research activities of the faculty, visible in the number of paper presentations at national & international levels and publications in UGC listed journals. I congratulate the Editor Dr Sharmila S and her team of dedicated faculty & student members on the Editorial Committee for sustaining & continuously improving this valuable initiative.



SUJITH C.

III B.Com.

Awarded

BEST SPORTS

PERSON 2017

Commitment to both development & education...

KNOW YOUR TEACHERS...



Ms. Varshini S. K. is the Lecturer in the Department of Commerce & Management. She started her career in 2014 in Lowry Memorial College and joined Seshadripuram Degree College in 2015. She has completed her post-graduation in Commerce with specialisation in Accounting and Taxation in 2014. She has completed Master of Business Administration in Finance from Annamalai University in 2016. Currently she is pursuing PGDHRM from Bangalore University. Her areas of interest in research are finance and accounting. She has taken part in many National and State Level Seminars, Workshops and Faculty Development Programmes. She has presented research papers in National and International Conferences. Presently she is the member of Commerce & Management Forum, Research Committee and Examination Committee.

Mr. Sandesh V. is the Lecturer in the Department of Commerce & Management. He joined Seshadripuram College in 2016 and has three & half years of teaching experience. He has completed his post-graduation in Commerce with specialisation in Accounting & Taxation from Central College, Bangalore University. He also completed his Bachelor of Education (B.Ed) from Bangalore University in 2015. Presently he is pursuing PGDHRM through Distance Education from Bangalore University. He has attended several State & National Level Seminars, Faculty Development Programs, Workshops and also presented research papers in National & International Conference. He is a member of various committees- Commerce & Management Forum, Examination Committee, Cultural Committee, Research Committee, Youth Red Cross, Pragathi (Value Added Course), Samhitha (Community Engagement Cell) and is a NSS Officer.



Mr. Sunil Kumar G. is a Lecturer in Department of Commerce & Management. He completed his M Com in 2013. He began his career in 2013 in Devanga Sangha First Grade College and joined Seshadripuram College in 2016 and has four years of teaching experience. He also has two years experience from ANZ & EXL Companies. He has worked for Youth Two Children Project during 2015-16 which benefitted 5000 Government School Children. He went to Nepal to help the earthquake victims and prepared a research paper to understand their needs. He has attended National Level Conference, FDPs and Workshops. He is a member of Lakshya, Samata, Business Lab, Sports, E-Cell, Cultural Committee of the College.

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Digital Literacy Skills...

BITCOIN

INTRODUCTION

Bitcoin is a crypto currency and worldwide payment system. It is the first decentralised digital currency, as the system works without a central bank or single administrator. The network is PEER-TO-PEER and transaction are verified by network nodes and recorded in public distributed ledger called BLOCKCHAIN.

EVOLUTION

On 3rd January 2009, the Bitcoin network came into existence by the person named SATOSHI NAKAMOTO who mined the first ever block on the chain known as the GENESIS BLOCK for the reward of 50 bitcoins. The word first occurred and was defined in the white paper that was published on 31st October 2008. There is no uniform convention for Bitcoin capitalisation.

UNITS OF BITCOINS

The units of account of the bitcoin system are bitcoins. Small amounts of bitcoin used as alternative units are millibitcoins (Mbtc) and Satoshi, a satoshi is the smallest amount within bitcoin representing 0.00000001 bitcoin, one hundred millionth of bitcoin. A millibitcoin equals 0.001 bitcoin one thousandth of bitcoin or 100000 satoshi.

LEGAL STATUS, TAX AND REGULATION ON BITCOINS

Since bitcoin is in the form of decentralised nature, nation-states cannot shut down the network or alter its technical rules. Legal status of bitcoin varies substantially from country to country and is still undefined or changing in many of them. On the other hand, some countries have explicitly allowed its use and trade. Regulation and bans that apply to bitcoin probably extend to similar crypto currency.

ADVANTAGES OF BITCOINS

No third party claim : Since there are multiple redundant copies of the transaction database, no one can seize/claim bitcoins. This means government cannot freeze someone's wealth and thus users of bitcoins will have complete freedom to do anything with their bitcoins.

No tracking : Unless users publicize their wallet addresses publicly no one can trace transaction back to them. No one other than the wallet owner, will know how many bitcoins they have. Third parties such as bank and other financial agencies have access to our personal financial data. But in case of bitcoins there is complete privacy and cannot be tracked.

No transaction costs : As mentioned earlier bitcoin is peer-to-peer network, sending and receiving bitcoins will involve only bitcoin user. There is no need of any intermediate body (banks, exchangers) who charges huge commission on transaction. This system reduces the transaction cost and involvement of any banks, as in traditional currency.

Bitcoin cannot be stolen : Bitcoin ownership address can only be changed by the owner. No one can steal bitcoins unless they have physical access to a user's computer and they send the

bitcoins to their account. Unlike traditional currency system, where only a few authentication details are required to gain access to finances, this system requires physical access, which makes it much harder to steal.

DISADVANTAGES OF BITCOINS

- ★ Bitcoin are not widely accepted: Bitcoins are still only accepted by a very small group of online merchants. This makes it unfeasible to completely rely on bitcoins as a currency. There is also a possibility that government might force merchants to not use bitcoins to ensure that users transactions can be tracked.
- ★ Wallet can be lost: If a hard device crashes or a virus corrupts data and the wallet file is corrupted, bitcoins are lost. They are also chances that the bitcoins stored in online wallets can be hacked and the entire bitcoins are stolen or lost.
- ★ Anonymous transactions: Since it is peer-to-peer transactions we cannot establish the identity of the persons involved in the transactions. Although the privacy is maintained this can be used for illegal trades. It becomes hard for detective and investigation agencies to track the transactions as this can be potentially used to fund militants and terrorist organisations.

CONCLUSION

Bitcoin is the buzz word currently trending in the world. Due to its exponential increase in the price, currently it is traded at \$16,500 per bitcoin. Due care should be taken by an investor who is to purchase or trade in bitcoin as they are various risks involved especially in the internet and online world.



Maheshwari S. M.
I BBA, 'B'

The medium is the message...

SOCIAL MEDIA

...A Boon or a Bane

We the people of 21st Century NEED cellphones/internet/social media to survive. We can say that internet is one of our cardinal needs. It is as essential as oxygen for many youngsters and adults. United Nations Human Rights Council passed a non-binding resolution in 2016, that condemns countries that intentionally take away its citizens internet access.

Obama once quoted, "Today high speed broadband is not a luxury, it's a necessity". Internet is mainly used for social media. It is a symbol of status for some of us youngsters to hyperbolize about the number of followers we have on twitter, instagram etc.....

Social networking sites like Facebook, Twitter etc, are very good platform to meet vast variety of people across the globe. We feel connected to the world because of social media. There are people

who are from different cultures, ethnicity and countries. News spread faster than newspapers because of the access to internet and social media.

But unfortunately, not all people we meet on social networking sites are genuine. You may be subjected to cyber bullying, gossips or leakage of private information due to hackers. Some people may make you feel bad about yourself.

The use of social networking sites can induce personality and brain disorders in children such as the inability to have real conversations, limited attention span etc.

The blue whale game was an issue that recently shook many nations. You may also get stalked by some creep. The main reasons for above problems is that social networking sites have no way to verify that people are who they claim to be, leaving people in peril to solicitation from online predators who are able to mask their true identities. Children and teenagers are the main targets of these online predators.

Even though we have many Acts against cyber crime, like National Cyber Security Policy 2013 etc., the question is, how effective is it in controlling cyber crime ?

However, it is fallacious to say that the use of social media is deleterious and is not really necessary. But when used in a right way social medias are gift to people of all age groups. Students derive immense benefit from social medias. Business concerns use social medias for advertisement for promotion of their business. There are numerous names we can list who became popular through social medias. Our grandparents can get their medicines delivered to their homes with a single click due to access of internet.

However, by following few instructions you can ensure your own safety in social networking sites:

- ★ Never share your private information or pictures with anyone on social medias.
- ★ Just because you are friends with someone on a social networking site for a long time, it doesn't mean that they are genuine and you can trust them.
- ★ Don't blindly trust your social media friend and meet them in person without the knowledge of your parents.

By following the above safety measures we can peacefully enjoy social medias. Our safety depends on how cautious we are.

H ence it is in your hands to consider social medias as a boon or a bane.



Nishchitha. R
I BBA 'A'

Technology- The Big Differentiator...

PAYTM

Paytm is an Indian e-payments and e-commerce brand. **Vijay Shekhar Sharma** is the founder of Paytm. It was launched in August 2010. The name is an acronym for "Payment through mobile". It is a consumer brand of parent company One 97 Communications.

Vijay Shekhar Sharma related how he was inspired during a visit to China when he saw vegetable vendors using the mobile phones to receive payments from some customers. This led him to establish Paytm Wallet in 2013.

Paytm wallet application enables users to book air tickets and taxis, mobile recharge and payment of DTH, broadband and electricity bills among others. The money transfer feature is only available for mobile users, not for desktop. Users can also pay for fuel at petrol bunks and buy movie tickets at PVR cinemas through the wallet.

Paytm wallet became India's largest mobile payment service platform with over 150 million wallets and 75 million Android based app downloads as of November 2016. The surge in usage of the service was largely due to the demonetisation of the 500 and 1000 rupees currency notes. After 8th November 2016, Paytm transactions and profits have increased significantly.

In 2015, Paytm received a licence from the Reserve Bank of India to start one of India's first payment bank called "Paytm Payments Bank Limited". In August 2016, Paytm received an investment from mountain capital which valued paytm at over \$5 billion. It launched a dedicated app and website Paytm Mall for the online market place business on 27th February 2017. Paytm launched bill payment services in Canada, its first overseas market in March 2017. It aims to offer a unique combination of the Mall and Bazaar Concept to Indian Consumers. In May 2017, Paytm launched paytm payments bank for paytm E-Wallet Users.

In June 2017, The Economic Times reported that Paytm was seeking a license to set up a money market fund to enable its users to store cash and earn interest on it. They were awaiting an approval having already applied to India's Central Bank of India to start the fund.

Paytm is approved as an operating unit for integrated bill payment system. The consumers have an option of making multiple payments using Paytm. Hence it is a great initiative towards a cashless society...



Dhanalakshmi R.V
III B.Com. 'A'

GLOBAL ENTREPRENEURSHIP SUMMIT

INTRODUCTION

The United States of America and the Republic of India are proud to announce the Eighth Annual Global Entrepreneurship Summit which was held in Hyderabad, India from 28th to 30th November 2017. This year's Summit highlighted on the theme- Women First, Prosperity for all and will focus on supporting women entrepreneurs fostering economic growth globally. The Advisor to the US President, Ivanka Trump headed the US Delegation to the Summit.

Global Entrepreneurship Summit is the pre-eminent annual entrepreneurship gathering that convenes emerging entrepreneurs, investors and supporters from around the world. The Global Summit of 2017 will create an environment that empowers innovators, particularly women to take their ideas to the next level through networking, mentoring and workshops to pitch their ideas, build partnership, secure funding, innovate and find their target customers creating new goods and services that will transform societies for better tomorrow.

In partnership with the Government of USA, NITI Aayog is proud to host the Eighth Global Entrepreneurship Summit in India, addressed by the Hon'ble Prime Minister of India, Shri Narendra Modi.

Since the inception of Global Entrepreneurship Summit in 2010, it travelled across the world from Washington D.C to Istanbul, Dubai, Marrakech, Nairobi, Kuala Lumpur, Silicon Valley and now finally in Hyderabad, INDIA. This is the first time the Summit was hosted in South Asia and the events will highlight India's enabling environment for innovation and entrepreneurship- including actions by the Government to increase the ease of doing business, eliminating unnecessary regulations and supporting startups.

At Global Summit 2017, over 1500 attendees, including entrepreneurs, investors, educators, government officials and business representatives represented their entrepreneurial talent from diverse background across our nation and the world. To celebrate entrepreneurial spirit in all its strength, diversity and entirely the 2017 Summit intends to inspire innovative initiatives, forge new collaborations across countries and increase economic opportunities, particularly amongst women.

Ivanka Trump, Advisor to the US President who led the US delegation to elevate Women's Entrepreneurship Globally said, "Indian economy can grow by over \$150 billion in the next three years if it was able to close the labour force gender gap by Half". In her Keynote address at Eighth Annual Summit, she lavishly praised our Prime Minister **Narendra Modi**, 'who is building India as a thriving economy- a beacon of democracy and a symbol of hope to the world, what you are achieving is truly extraordinary. India is one of the fastest growing economies in the world and has a true friend in the White House'.

Sri Narendra Modi, replied "I invite each one of you to become a partner in India's Growth Story.....assure you of wholehearted support", also said, each of them had something valuable to contribute towards creating a new India by 2022 by concluding, "Women First, Prosperity for All" as the theme of the Summit. More than 50% of delegates present were women.

To conclude, this Summit 2017 truly was a platform for "Come, make in India, Invest in India, for India and for the World".

D. Indumathi
II B.Com. 'G'



*Technological Fluency...***IS 2017 DRIVEN BY TECHNOLOGY**

Technology is moving at a speedier pace than at any other time. Pushing forward to 2017, the technologies will experience the most huge change and have the greatest effect on our lives.

YES, 2017 IS DRIVEN BY TECHNOLOGY. Cloud, mobile and big data have together changed the very texture of traditional IT services and programming development. Indeed, even as the worldwide IT industry re-evaluates itself to come with new computerised realities, a great many old IT and tech occupations around the globe confront imminent extinction, thus, rest guaranteed, birthing numerous new ones. For techies as of now in their pined for IT occupations and for those nearly beginning their careers, 2017 must be the year of re-inventing their insight, abilities and qualifications and popping up for the new employment world, divided by the \$4 trillion cloud computing and big data analytics market.

Possibly the trends that are right now are more advanced than previous years. The technology trends of 2017 were big and impactful with artificial intelligence topping the charts, along with on-demand workforce platforms and designing for the human experience.

Technology is upgraded year after year, many innovations are made, making the work of people much easier than earlier. The technology trend which has shaped 2017 are Intelligent Apps, The Internet of Things (IOT), Artificial Intelligence, Machine learning, UR/AR/360 degree videos, public cloud adoption, cyber security.....

Thus, to conclude every year we look at trends, lots of companies, consultancies and research organisations do the same thing. Every year many of the trends are simple extrapolations of the previous year's trends. But every year there are also some breakout trends in technology. Perhaps of greatest interest are the rates of acceleration some of the Trends experience in any given year. Some trend quickly, some more slowly. Momentum is driven by technology maturity, adoption rates and how well or badly the use cases evolve...



**Yashashwini P.
III B.Com. 'A'**

*Leading in the time of great change...***DONALD TRUMP PRESIDENCY- IMPACT ON INDIA**

Donald Trump, the well-known businessman, through his ambitious and sharp business intelligence; bitterly campaigned the elections for the US presidentship. He thus emerged as the 45th Republican President of the US. With a sure hand, this has waved a major impact on Indo-US relationship. There is a huge mixed economical impact on our country, weighed and measured by Trump's political implications in the US. This inturn has led to noticeable positive as well as negative impact on Indian growing economy.

First of all, Trump has proposed to tighten the H-1B VISA regulations which requires most of the Indians working in US to return back to India. This may create a sudden need for increased employment opportunities ; while on the bright side it may also be beneficial for India to gain back skilled IT and medical professionals. Secondly, he also proposed the policy of 'Buy American, Hire American' that affects India's IT Sectors who are engaged in a major export activity with the US markets. Trump has mostly emphasised on improving trade relations and it is evident that US surely aims at its outsourcing relations with India. The new policy of 'Buy American, Hire American' may lead a number of Indian IT companies in the US to shift back, that will surely benefit our economy.

Regardless of the numerous changes and modifications in their political functionality and trade nature, Donald Trump has expressed his desire to strengthen relations between India and US on more than one occasion. During his campaigns, he has praised India and has said "I have great respect for India- the world's largest democracy and a natural ally of the US". He in addition to this also mentioned that in his administration, US is sure to stick together with India and promises to have a phenomenal future ahead.

Even though Trump has intended stronger and harsh immigration rules, he at the same time has warmly assured to encourage and provide more opportunities to Indian students and Entrepreneurs in America. Trump's critical viewpoint of China's administration, US cordial relationship with Russia is a huge bonus to India. The defence ties between India and US is said to remain unchanged and Trump has promised to better the defence system and this will give a boost to Indian strategic relationships.

In conclusion, at the stage of globalisation, Trump's presidency rolls along, that critically puts forth major issues of trade, commerce, IT, healthcare, education, entrepreneurship etc; simultaneously contradicts with the US relationship with India. At present, Donald Trump's implications of political policies may seem to be a barrier for the development of Indian economy, but it is wise to think ahead and scrutinize the positive benefits that will enable India to independently improve its growing economy by taking advantage of the creative and innovative young minds by creating opportunities for enhanced entrepreneurial activities. This will indeed assure to diminish the 'lack of employment opportunities'- that is a major trending threat to our country, than Trump's presidential impact on India.



Shruthi B. S.
III B.Com. 'A'

Embracing Quality Tourism Culture...

AN EMPIRICAL STUDY OF TOURISM IN INDIA

ABSTRACT

The tourism industry of India is economically important and is growing rapidly. Tourism has been a major social phenomenon of societies all over the world. The motivations for tourism also include religious and business interests, the spread of education has fostered a desire to know more about different parts of the globe.

The world travel and tourism council calculated that tourism generated INR6.4 million of the Nation's GDP. It supported 39.5 million jobs. Travel and tourism is an important economic activity in most countries around the world and has a direct impact on the economic development of the countries.

INTRODUCTION

Tourism brings money to cities and countries throughout the world. India has realised the profits available from this sector, thanks to its growing economy and promoting itself as a culturally rich and diverse nation. Words are few to explain the beauty of India. India is a country which has diversified culture and traditions. The natural beauty of India, festivals, dresses, heritage sites of India are very popular among tourists and fascinate travellers to come here. There are many tourist spots like Kerala, Darjeeling, Goa, Kashmir, Shimla which are very popular. There are also so many other places worth visiting like Delhi-Qutub Minar, Agra-Taj Mahal, Hyderabad-Charminar, Chennai, a city of fine arts, Bangalore known as Garden City for its lush landscape, lakes and pleasant climate and Kerala known as God's Own Country, the city is also a "cultural capital of India". The Ministry of Tourism has undertaken many projects to showcase India as a perfect tourist destination and create a visitor-friendly image of the country.

METHODOLOGY

The present study is based on the secondary data published by various agencies and organisations. The present study made use of data and information provided by Ministry of Tourism, Newspapers, Magazines, Books, Economic Journals and Internet.

INITIATIVES BY THE GOVERNMENT TO PROMOTE TOURISM

- ★ Plans for regional development with the help of tourism where other industries are not in their best.
- ★ Preservation of cultural heritage and environment at tourist destinations to attract more tourists.
- ★ Development of infrastructure to meet the present and future needs of tourists.
- ★ Started different types of luxurious trains like Palace on Wheels, Royal Orient and Deccan Queen.
- ★ Started Overseas Offices at different countries to promote India as a tourism destination.

PROGRAMME CONDUCTED BY THE GOVERNMENT

Hunar Se Rozgar Programme, a special programme initiative was launched in 2009-2010 for the creation of employable skills among youth belonging to economically weaker sections of the society in the age group of 18-25years. The basic objective was to reduce the skill gap affecting the hospitality and tourism sector and to ensure the spread of economic benefit of tourism to the poor. The Programme offers short duration course of 6 to 8 weeks by the Ministry of Tourism.

IMPACT OF TOURISM ON THE ECONOMY

Positive Impact

- ★ Generating income and employment.
- ★ Source of foreign exchange earnings.

- ★ Preservation of national heritage and environment.
- ★ Developing infrastructure.
- ★ Promoting peace and stability.

Negative Impact

- ★ Undesirable social and cultural change.
- ★ Increase tension and hostility.
- ★ Creating a sense of Antipathy.
- ★ Adverse effect on environment and ecology.

DIRECT CONTRIBUTION TO GROSS DOMESTIC PRODUCT

YEAR	GDP GROWTH RATE
2017	6.72%
2016	7.11%
2015	8.01%
2014	7.51%
2013	6.39%
2012	5.46%

SUGGESTIONS

- ★ Environmental degradation due to tourism should be taken into consideration while promoting tourism.
- ★ Eco-friendly tourism must be promoted.
- ★ Impact on tourism should be taken into consideration while promoting tourism.
- ★ Aggressive advertisement campaigns on the tourist destinations should be made to attract more and more tourist.
- ★ Airport procedures should be simplified.

CONCLUSION

India is a country with varied culture and tradition. The Commercial Enterprise Business in India has large potential for generating employment. In Nutshell, "if one wants to enjoy nature one must preserve it". Thus enabling the Tourism Industry to bring billions of dollars into the economy every year.

Thanuja J.
III B.Com. 'B'



Crafted just according to your financial needs...

FINANCIAL INCLUSION IN INDIA

2017...

Financial Inclusion is the way the Government strive to take the common man along by bringing them into the formal channel of economy thereby ensuring that even the person standing in the last is not left out from the benefits of the economic growth and is added in the mainstream economy; thereby encouraging the poor person to save, safely invest in various financial products and to borrow from the formal channel when he need to borrow. As far as the social benefits are concerned financial inclusion increases the amount of available savings, increases efficiency of financial intermediation and allows for tapping new business opportunities.

The scope of financial inclusion is not limited to only banking services but it extends to other financial services as well like insurance, equity products and pension products etc. This phenomenon of financial inclusion also helps Government plug gaps and leakages in public subsidies and welfare programmes of government can directly transfer the subsidy amount into the account of the beneficiary rather than to subsidise the products.

The National Democratic Alliance (NDA) Government led by Prime Minister Sri Narendra Modi made itself committed, since beginning of its term, to give special emphasis on the financial inclusion of every person of the country. One of the most crucial of the several steps taken by this government is JAM-Jan Dhan Aadhar and Mobile.

Some of the financial schemes introduced in 2017 are:

Jan Dhan Yojna : With a view to increase the penetration of banking service and to ensure that all households have atleast one bank account. Within a fortnight of its launch, the scheme entered into the Guinness Book of Records for opening a record of bank account. Large scale achievements was made by opening 29.48 crores account by Mid- August 2017 out of which 17.61 crores account were in rural/semi-urban areas and the rest 11.87 crores in urban areas.

Venture Capital Scheme : This scheme is to encourage SC/ST, they were encouraged to be job providers instead of job seekers. Schemes of 70 ventures and fund of Rs265 crores were approved, funds to 40 ventures were already been distributed.

Stand-Up India : Launched to extend bank loans between Rs.10 lakhs to Rs 1 crore for Greenfield enterprises set up by the ST/SC and women entrepreneurs.

E-Pay Later Scheme : Scheme of booking e-ticket online and making payment after 15 days through 'epaylater' powered by Arthashastra Fintech as a pilot project.

Trade Related Entrepreneurship Development Assistance Scheme : This scheme envisages economic empowerment of women. There is a provision of Government of India Grant upto 30% of loan to maximum ceiling of 30 lakhs to NGO's.

"I dream of a digital India where mobile and e-banking ensures financial inclusion"- Prime Minister Shri Narendra Modi.

To conclude, the Government is committed to its target of increasing the inclusion of every household in the financial system so that the masses can get all the legitimate benefits arising out of the growth of the country .



Spoorthi P.
II B.Com. 'E'

Every Student's Education is a blue-print of tomorrow's ultimate achievement...

SURGICAL STRIKE IN EDUCATION SYSTEM

The latest annual status of education report draws our attention yet again to the fact that a lot needs to be fixed in our education system. Without commenting on the small changes in percentages reported over the last two or four years, the underlying message remains that we are not making an impact on our children's learning- the most important thing we can invest in as a country. Today, we live in a world full of opportunities where technology and global connectedness can help a student in a small village become the next global executive or entrepreneur.

Without greater focus and action on education, we are becoming a nation @ risk. An ineffective education system hurts us more than an attack from a hostile country or a health epidemic, even though its effects are not that dramatic.

Most states and countries have recognised that while good inputs like school buildings, trained teachers or effective midday meals are important, an effective education system is one in which children are learning well and developing holistically.

Concreted, multi- pronged and focussed efforts which are sustained over atleast a five period, are needed to make a difference. While some parts of the solution are simple and basic, other parts are complex as they require a mindset change.

Transparent, annual assessments in government and private schools that point clearly to the problem areas in learning, are required. These assessments would be even more detailed than Annual Status of Education Report (ASER) and would build on it. Additionally, we need to participate in international assessments like Trends in International Mathematics & Science Study (TIMSS) and Programme for International Student Assessment (PISA) and benchmark ourselves with others. These assessments should be designed in a manner to test understanding as against recall. All of the information generated should be captured in a student progress tracking system based on unique student ID's. Establish a movement that makes reading a focus area from both action and measurement perspectives. Track reading outcomes for students using technology combined with specialised training programmes for teachers on reading skill development and measurement.

Teachers need assessment overhauling teacher training providing them information on common misconceptions and mistakes with concrete tips on teaching specific concepts and topics that can be accessed by teachers, any time, anywhere is crucial.

Improve research infrastructure in the country and enable long term systematic research by co-opting the private sector for skills that do not yet exist in the government sector. We need a surgical strike and more on the problem of poor quality education and this is everyone's problem.



Akshatha T.
III B.Com. 'A'

There is learning in every crisis.....

DISASTER MANAGEMENT

Disaster refers to the mishap, calamity or the grave occurrence from the natural or man-made reasons which cannot be stopped or tackled immediately by the affected community. Earthquakes, cyclones, droughts, floods etc. are some of the natural disasters resulting into huge loss of lives and properties.

Disaster Management is the discipline by which human beings continuously makes efforts to reduce the harm caused by the disasters. India has set up many departments and organisations for the same such as National Disaster Management Authority. But we are yet to achieve satisfactory progress with regard to timely management of disasters. This can be done by raising adequate awareness about the ways to cope with disasters and greater co-ordination between Centre and State agencies.

Shri Narendra Modi, Prime Minister unveiled the National Disaster Management Plan that seeks to provide a framework and direction to Government agencies for prevention, mitigation and management of disasters. This is the first National Plan since enactment of the Disaster Management Act in 2005. Though Section 11 of the Disaster Management Act mandates the preparation of a national plan by the National Executive Committee headed by Union Home Secretary, no such plan had been drawn up so far. The Centre has now fulfilled this requirement by releasing a National Plan that will be aligned with the goals and priorities set out in the "Sendai Framework" for Disaster Risk Reduction. The Plan will now have to be approved by the National Disaster Management Authority headed by the Prime Minister.

Prime Minister's Ten Point Agenda :

- ◆ All Development Sectors must imbibe the principles of Disaster Risk Management.
- ◆ Work towards risk coverage for all starting from poor household to multi-national corporation to nation states.
- ◆ Encourage greater involvement and leadership of women in Disaster Risk Management.

- ◆ Invest in risk mapping globally. For mapping risks related to hazards like earthquakes we have accepted standards and parameters.
- ◆ Leverage technology to enhance the efficiency of disaster risk management efforts.
- ◆ Develop a network of universities to work on disaster issues.
- ◆ Utilise the opportunities provided by social media and mobile technologies.
- ◆ Build on local capacity and initiative.
- ◆ Opportunity to learn from disaster must not be wasted. After any disaster there are papers on lessons that are rarely applied.
- ◆ Bring about greater cohesion in international response to disasters.

Aim of Disaster Management Plan :

Shri Narendra Modi, Prime Minister released the National Disaster Management Plan. This is the first ever national plan prepared in the country. It aims to make the disasters of our country resilient and significantly reduce the loss of lives and assets. The plan is based on the four priority themes of the "Sendai Framework", namely understanding disaster risk, improving disaster risk governance, investing in disaster risk reduction (through structural and non-structural measures) and disaster preparedness, early warning and building back better in the aftermath of a disaster.

Salient features of the Plan :

The Plan covers all phases of disaster management prevention, mitigation, response and recovery. It provides for horizontal and vertical integration among all the agencies and departments of the Government. The Plan also spells out the roles and responsibilities of all levels of Government right upto Panchayat and Urban Local Body Level in a matrix format. The plan has a regional approach which will be beneficial not only for disaster management but also for development planning.

It is designed in such a way that it can be implemented in a scalable manner in all phases of disaster management. It also identifies major activities such as early warning, information dissemination, medical care, fuel, transportation, search and rescue, evaluation etc. to serve as a checklist for agencies responding to a disaster. It also provides a generalised framework for recovery and offers flexibility to assess a situation and build back better. To prepare communities to cope with disasters, it emphasises on a greater need for information, education and communication activities.

Disasters in India :

India due to its peculiar geographical locations and geological formation is a highly prone country to natural calamities. India has faced a number of disasters ranging from flood, earthquake, cyclone, tsunami, drought and landslides. A few recent disasters faced by India includes floods in Uttarakhand, cyclone "Vardaa" in Chennai, recurring earthquakes in Northern India, Chama earthquake in Gujarat, Super cyclone in Orissa in 1999, Bhuj earthquake in Gujarat in 2001, Tsunami in Chennai in 2004, Mumbai-Gujarat flood in 2005.

Besides India has suffered technology related tragedy in the form of Gas tragedy in Bhopal in 1984. India has faced the problem of plague in Gujarat.

Disaster Management in India :

In India, a lot of forums, funds and organisations are functioning to mitigate the effects of the disaster like National Disaster Management Authority, National Remote Sensing Centre, Indian Council of Medical Research, Central Water Commission etc. A separate fund called "National Disaster Management Fund" is also there for exclusive mitigation.

Sometimes due to lack of co-ordination between the Central and State Government as well as the absence of correct resources the concerned forums, organisations are unable to provide the apt rehabilitation.

Conclusion :

To handle the situation efficiently, we need to be well-equipped with latest technologies. Disaster Management can't avert the situation but can mitigate its impact to lessen sufferings of human beings, plants and animals.



Vyshnavi B. S.
III B.Com. 'B'

There's substance beneath the shine...

A GLIMPSE TOWARDS INDUSTRY 4.0

Industry/ Manufacturing 4.0 is a present tense in technology as we all know that internet of things, augmented reality, virtual reality, artificial intelligence, robotic technology at the end of the day human brain is a main player of automation.

Some of the impacts of Industry 4.0 are enhanced services and business models, reliability and continuous productivity, IT Security, machine safety, product lifecycles, industry value chain, worker's education and skills, socio-economic factors and industry demonstration.

Some examples for Industry 4.0 are machines which can predict failures and trigger maintenance processes autonomously or self-organised logistics which react to unexpected changes in production. According to Dais, "it is highly likely that the world of production will become more and more networked until everything is interlinked with everything else".

While this sounds like a fair assumption and the driving force behind the Internet of Things, it also means that the complexity of production and supplier networks will grow enormously. Networks and processes have so far been limited to one factory. But in an Industry 4.0 scenario, these boundaries of individual factories will most likely no longer exist. Instead, they will be lifted in order to interconnect multiple factories or even geographical regions.

There are differences between a typical Traditional factory and an Industry 4.0 factory. In the current industry environment, providing high-end quality service or product with the least cost is the key to success and industrial factories are trying to achieve as much performance as possible to increase their profit as well as their reputation. In this way, various data sources are available to provide worthwhile information about different aspects of the factory. In this stage, the utilisation of data for understanding current operating conditions and detecting faults and failures is an important topic to research. For example, in production there are various commercial tools available to provide Overall Equipment Effectiveness (OEE) information to factory management in order to highlight the root causes of problems and possible faults in the system. In contrast, in an Industry 4.0 factory, in addition to condition monitoring and fault diagnosis, components and systems are able to gain self-awareness and self-predictiveness, which will provide management with more insight on the status of the factory. Furthermore, peer-to-peer comparison and fusion of health information from various components provides a precise health prediction in component and system levels and force factory management to trigger required maintenance at the best possible time to reach just-in-time maintenance and gain near-zero downtime.

Implementation of 4.0 leads to some challenges :

- ★ Loss of many jobs to automatic processes and IT controlled processes.
- ★ Unclear legal issues and data security.
- ★ Unclear economic benefits.
- ★ Excessive investments.
- ★ Lack of regulation, standard and forms of certifications.
- ★ Need to maintain the integrity of production processes.
- ★ Need to avoid any IT snags as those would cause expensive production outrages.
- ★ Need to protect industrial know-how.
- ★ Threat of redundancy of the corporate IT department.
- ★ General reluctance to change by stakeholders.

To conclude, Industry 4.0 brings forth new and more efficient business models, automated, self-organised production and will yield greater profitability transforming economies, jobs and society at large.



B. N. Manitej
III B.Com. 'A'

COMMITTEE REPORTS**SRISHTI
ENTREPRENEURSHIP CELL**

Team: Mr. Lokesh Y. R., Smt. Rajani, Mr. Pradeep, Mr. Sunil Kumar, Ms. Yogita, Smt. Pratima K. M., Mr. Sridhar N., Ms. Varshini S. K., Smt. Divyashree & Ms. Manjula

The E-Cell in association with Anveshana, Research Cell conducted National Level Student Research Conference & Paper Presentation on the topic "Innovation in Entrepreneurship". This was an eye opener for the participants to assess opportunity and redress challenges in Entrepreneurship. The event was conducted on 4th October 2017 which attracted large participants from various colleges across the Nation.

**Raghavendra S.
Convenor**

CENTRE FOR GLOBAL EXCELLENCE

International learning and knowledge propels faculty towards acceptance and understanding of an array of different cultural and community perspectives. There is need for acquisition of knowledge through practical immersion. In order to achieve this objective, an interactive session was arranged with Dr Govind Iyer, Professor, University of North Texas, U.S.A on 4th August 2017. He shared his thoughts about skills required for the 21st century in disseminating knowledge to the Next Gen learners, evaluation process and the role of the faculty. There was an excellent response from the faculty and students.

**Nalini Harish
Convenor**

**ANVESHANA
RESEARCH COMMITTEE**

Team: Mr. Prasad M. L., Mr. Sandesh V., Ms. Varshini S. K., Smt Vinutha B. Smt. P. T. Rajeshwari, Ms. Rajeshwari M.

The Research Cell in association with Shristi E-Cell organised National Level Student Research Poster Presentation Competition on "Innovation and Entrepreneurship" on 4th October 2017. The events saw more than 65 presentations from 43 colleges from all over India. The Chief Guest on this occasion was Dr Ajay Nagabhushan, Commissioner of Collegiate Education, Government of Karnataka, the programme was presided by Dr. Wooday P. Krishna and Sri R Shiva Kumar, Chairman ASSOCHAM was the Guest of Honour. Around 65 teams from more than 43 colleges displayed posters. The posters were presented by students from Tamil Nadu, Maharashtra, Andhra Pradesh and Punjab. The event was graced by three eminent judges, Mr Val Subbaiah, Animaker Inc., Prof. K.S. Raghavendra, PG Department of Commerce, M.C.C and Suman Giridhara, Co-ordinator, Fulcrum Edu.

**Smt. Chitra Shashidhar
Convenor**

UNNATI FACULTY DEVELOPMENT FORUM

Team : Prof. Mahalakshmi V., Ms. Nalini Harish, Smt. Sharmila G.

The Forum organised One Day In-house Faculty Development Program in association with NICT Computer Education Private Limited on 22nd August 2017 for teaching and non-teaching staff members. It was hands on experience program on GST enabled software using Tally ERP 9. The Resource Person was Mr Kiran Kumar, Founder & Director of NICT Computer Education Pvt Ltd. At the end of the session study material & certificate of participation were given to all participants.

**Dr. Sharmila S.
Convenor**

LAKSHYA COMMERCE AND MANAGEMENT FORUM

**Team: Prof. Kalanaik, Smt. Nagasudha R., Smt. Megha S., Mr. Prasad M. L.
Mr. Raghavendra S., Ms. Krithika Raj, Mr. Lokesh Y. R., Ms. Varshini S. K.,
Mr. Shailesh G. Shankar, Mr. Sunil Kumar G., Ms. Rajeshwari M.,
Mr. Sandesh V. & Smt. Shruthi C.**

The Orientation for students was held on 19th July 2017 to give them a brief description about the functioning of the forum and details about the spotlight events. On 27th July 2017 Business Quiz was conducted, around 35 teams participated. On 28th & 29th July 2017 Best Manager Event was conducted. It had four rounds- aptitude, communication skills, group discussion & case study analysis and the event ended with stress interview. On 31st July 2017 Case Study Analysis in Finance was conducted. The Forum organised Human Resource Event which had three rounds-Aptitude, Analysing the Situation & Selection on 3rd August 2017. On 5th August 2017 Product Launch was conducted. At Surana College Fest held on 31st August 2017, Mithun Nirali won I Prize for Finance Event, Shreesha Vikrant won I Prize for Mock Stock, Shubdeep Sharath won I Prize for Marketing Event & Rakesh Ravi won III Prize for Business Quiz and the students won Overall Championship Trophy. On 14th September 2017, at St. Annes Fest Prajwal won I Prize for Best Manager, Vikrant, Khushboo & Sourav won I Prize in Product Launch, Prabhanjan, Shubham & Gaurav won I Prize & Rakesh & Kaushik won II Prize in Business Quiz. Quiz Quotient 2017, Inter-Collegiate Business Quiz Competition was held on 22nd September 2017 where 18 teams from various colleges participated. Prabhanjan Sharma G.V & Vikrama Vishnu Bhat N attended "Moneta", the Annual Finance Fest of R.A Poddar College of Commerce and Economics which was held from 20th to 23rd December 2017. Vikrama won I Prize in the man of the hour event (Crisis Management) and Prabhanjan & Vikrama won III Prize in Bottom Line (Human Resource Event).

**Smt. P. T. Rajeshwari.
Convenor**

Teaching integrated with modern methods...

VALUE ADDED COURSE

Short Term Course in GST for Final Year Students was conducted for B.Com. & BBA students in July-August 2017. Around 272 students took up the course. On completion of the Course, study material and Course Completion Certificates were given.

Dr. Sharmila S.

A blast of patriotic experience which combines academic with a streak of historic flavour...

INDIA INDEPENDENCE DAY QUIZ

The Commerce & Management Department in association with NICT Computer Education Pvt. Ltd. organised India Independence Day Quiz 2017 on 18th August 2017 for B.Com, BBA & BCA students. Around 2150 students participated. Cash Award of Rs1500 for three toppers and trophies were sponsored by NICT Computer Education Pvt. Ltd.

Dr. Sharmila S.

Modern education is all about Research...

RESEARCH UPDATES UPTO 31st DECEMBER 2017

Name of the Faculty Members	Date of Registration for Ph.D	University
Prof. Kalanaik	December 2009	Rayala Seema University
Ms Rajeshwari M	November 2012	Tumkur University
Smt Ashashwini V	May 2013	Tumkur University
Smt Chitra Shashidhar	August 2013	Jain University
Mr Prasad M L	August 2013	Vellore Institute Technology Business School, Vellore
Smt Divyashree R	November 2013	Tumkur University
Prof. V. Mahalakshmi	April 2014	Reva University
Smt Raji Pillai	January 2015	Reva University
Smt Rajeshwari P.T.	January 2015	Reva University
Smt Mallika D.S.	November 2016	Bangalore University

Learning Spree...

INDUSTRIAL VISIT

The students went on an industrial visit to BEML and visited the HAL museum on 26th September 2017. The visit was organised to enrich their knowledge about the latest technology in Skill India, about the manufacturing of metro rails. Dr Sharmila organised the visit & accompanied the students. The students were taken to machining and assembly section of Rail and Metro Division. The students witnessed the manufacturing process of Kolkata, Delhi and Bengaluru Metro Rails.

The next visit was to Aerospace Museum featuring the aeronautics history. The students spent about 1 ½ hours gaining knowledge about the models tracing aviation. This museum is the India's first Aerospace Museum established by HAL. It is ranked 19th among the places to visit in Bangalore. Different models of airplanes were displayed. This Museum showcases the growth of the Indian Aviation Industry. The museum houses the display of various aircrafts, helicopters and flight simulators.

Dr. Sharmila S.

The Quest for Excellence Continues...

BUSINESS LAB

**Team : Mrs. Poornima, Smt. Rajani, Smt. Megha, Ms .Yogitha, Mr. Sandesh,
Mr. Prasad N.L., Mr. Lokesh Y.R. & Mr. Raghavendra S.**

Business Lab organised several activities for the students :

◆ **Outline on presentation skills**

Training was given to Students on presentation skills & preparation of PPT- step by step and rules of how to make effective presentation was explained.

Communication Skills

◆ **Case Study Analysis**

Students were asked to analyse the case and give their suggestions to the questions of the case relating to Marketing Mix, Segmentation, Targeting & Positioning.

◆ **Group Discussion**

The topics for group discussion was Government Jobs Vs Private Jobs, Whether Leaders are born or made, Impact of movies on youth, Is Smartphone a boon or a bane, Impact of demonetisation

◆ **Current Affairs**

MCQ on current affairs topics like sports, awards, business, public administration, economics, history, technology etc were given to students to answer to help them keep updated with latest changes.

♦ Video Screening

Videos on various topics were displayed based on which discussion were held.

Extended activities :

- ♦ I B Com & BBA students were taught how to fill forms for opening bank accounts.
- ♦ A Guest Lecture Session was conducted on “How to prepare yourself before venturing into Entrepreneurship” in collaboration with Merit India on 24th July 2017.

The Business Lab also introduced the system of maintaining records and documents like Attendance Register, Movement Register, Activity Register, photos of the activities conducted & specific record of each activity conducted.

Mr. Sunil Kumar
Convenor

Achievements of the Faculties...

COMPLETION OF MASSIVE OPEN ONLINE COURSE (MOOC) BY FACULTY MEMBERS IN 2017

SL NO	NAME	COURSE COMPLETED	WEBSITE
1.	Sindhu M M	- International & strategic HRM	Alison
2.	Sunil Kumar G	- Starting Business on Social Enterprise	Alison
3.	Sandesh V	- Diploma in Business Management & Entrepreneurship	Alison
4.	Varshini S K	- Financial Institutions & Markets - International business environment & Global Strategic	Edex
5.	Manjula S	- Basic Communication	Edex
6.	Nagasudha R	- Advertising business online - Introduction to E-Commerce	Alison
7.	Krithika Raj	- Introduction to Advertising	Alison
8.	Shailesh G Shankar	- Business Laws & Relevance	Alison
9.	Shruthi C	- Diploma in Communication Skills	Alison
10.	Mukund V Koushik	- Digital Marketing for Online Business Future Learn - Capturing Marketing Insights	Alison
11.	Afia Sultana	- Understanding Class Interaction	Edx
12.	Raji Pillai	- Statistics, Retail, Stress & Project Management & Project closeout	Alison

CONGRATULATIONS

- ◆ **Dr. S. Sharmila** had authored her first text book in 2004-05 and added many more text books according to Bangalore University Syllabus. At the end of 2017, more than 125 text books have been published. This is her contribution to the student's community.
- ◆ **Ms. Manjula S.** performed Bharathanatyam dance conducted by Indian Council for Cultural Relations, Dept of Kannada & Culture, Dept of Youth Empowerment & Sports Writers & Artists Guild on 17th November 2017 at Bharatiya Vidya Bhavan, Bengaluru.

Achievements of Students...



Nischitha Ravi
II B.Com. 'E'
Cleared IPCC
Group I



Chetan U
III B.Com. 'A'
Cleared IPCC
Group I



Priyanka Jain
II B.Com. 'H'
Cleared IPCC
Group I & II



Tejas C.
III B.Com. 'A'
Cleared IPCC
Group I



Akhilesh R.
III B.Com. 'A'
Passed
CS Foundation



Keerthan H.
III B.Com. 'A'
Cleared IPCC
Group I



Supriya S.
II B.Com. 'E'
Cleared IPCC
Group I



Nikhil Jain
II B.Com. 'H'
Cleared IPCC
Group I



Shree Raksha K.N.
III B.Com. 'E'
Cleared IPCC
Group I & II



S. Meghana
II B.Com. 'E'
Cleared IPCC
Group I



Krithikka L.
II B.Com. 'G'
Cleared IPCC
Group I

Excellence that drives our consistency...

FACULTY & PUBLICATION

- ★ **Dr. S. Sharmila** - Text Books as per **Bangalore University**
 - ◆ Income Tax I-A.Y.2017-18, B Com V Semester, Vision Book House.
ISBN : 978-93-5142-764-3
 - ◆ Income Tax II-A.Y.2017-18, B Com VI Semester, Vision Book House.
ISBN : 978-93-5202-114-7
 - ◆ Income Tax-A.Y.2017-18, BBA VI Semester, Vision Book House.
ISBN : 978-93-5202-130-7
 - ◆ Management Accounting BBA V Semester, Vision Book House 2017.
 - ◆ Management Accounting B Com VI Semester, Vision Book House.
ISBN : 978-93-5202-146-8
 - ◆ Cost Management, B Com V Semester, Vision Book House 2017.
ISBN : 978-93-5142-721-6
 - ◆ Advanced Accounting, B Com V Semester, Vision Book House 2017.
ISBN : 978-93-5262-163-7
 - ◆ Cost Accounting, B Com IV Semester, Vision Book House.
ISBN : 978-93-5202-152-9
 - ◆ Cost Accounting, BBA IV Semester, Vision Book House.
ISBN : 978-93-5202-153-6
 - ◆ Business Taxation, B Com VI Semester, Vision Book House.
ISBN : 978-93-5273-902-8
 - ◆ Text Book as per **Rani Channamma University, Shimoga** :
Costing Methods & Techniques, VI Semester B Com, Himalaya Publishers.
 - ◆ Text Book as per **Davanagere University** :
Banking & Insurance Company Accounts, B Com IV Semester.
- ★ **Smt. Sindhu M. M.** -Text Book as per **Bangalore University** :
 - ◆ Business Economics-I Semester BA & B Sc- Sindhu Publications.
 - ◆ Managerial Economics-II Semester BA & B Sc- Sindhu Publications.
 - ◆ Vyavaharika Arthashastra-I Semester BA & B Sc-Sindhu Publications.
- ★ **Smt. Chitra Shashidhar** - Text Book as per **Bangalore University** :
 - ◆ Personality Development, B Com IV Semester, Himalaya Publishers.

Recognitions only inspire us to outdo ourselves...

**ACTIVE PARTICIPATION OF FACULTIES / GUEST LECTURES
CONFERENCES/SEMINARS/FACULTY DEVELOPMENT PROGRAMMES
WORKSHOPS ATTENDED & PAPER PRESENTED**

- ◆ Ms Yogita Yadav, Mr Mukund V & Mr Sridhar N.M. attended National Summit 2017- Post Implementation of GST at SIMS, Yelahanka on 28th July 2017.
- ◆ Mr Sandesh V & Ms Yogita Yadav attended Faculty Development Program on “GST-Practical Approach to Classroom Teaching” at MLA College on 20th & 21st July 2017.
- ◆ Mrs Nagasudha R, Mr Sandesh V, Ms Varshini S.K & Ms Rajeshwari M attended National Workshop on GST held on 15th September 2017 organised by Post-Graduate Department of Commerce and Management at Mount Carmel College.
- ◆ Mr Sridhar N.M presented paper on “Opportunities and Challenges of Digital India” & Mr Mukund presented a paper titled, “A Study on factors affecting usage of cashless payment system” at SICM, Seshadripuram on 31st August 2017.
- ◆ Ms Varshini S.K presented a paper titled, “A Study on Amalgamation of Banks and its impact on economy” at the National Conference held at RJS Grade College on 4th November 2017.
- ◆ Mr Mukund V Kaushik , Ms Yogita Yadav, Ms Afia Sultana and Mr Sridhar N.M attended a Workshop on Lean Six-Sigma organised by PG Department of Commerce & Management, SFGC, Yelahanka on 13th November 2017.
- ◆ Mr Sridhar N.M & Mr Mukund V attended One Day Workshop on Micro Analysis of Financial Statements Organised by PG Department of Commerce & Management, SFGC, Yelahanka on 25th November 2017.
- ◆ Mrs Nagasudha R & Mr Sandesh V attended Faculty Development Program on “Application of Neuro-Linguistic Programming Techniques in Teaching” at Bangalore Institute of Management Studies on 23rd December 2017.
- ◆ Ms Afia Sultana & Ms Rajeshwari M attended Two Day National Level Workshop on “Research Methodology, Statistical Data Analysis & Interpretation by using SPSS & AMOS” held on 23rd & 24th September 2017 at Seshadripuram Academy of Business Studies, Kengeri in association with Primax Foundation.
- ◆ All Faculty Members attended FDP Organised by College in association with NICT Computer Education Pvt Ltd on 22nd August 2017 on GST Enabled Software using Tally ERP 9.
- ◆ Ms Rajeshwari M presented a paper on “Impact of Cashless Economy on the Business process of Small Scale Entrepreneurs on Demonetisation” at 70th All India Commerce Conference held in Jaipur on 12th, 13th and 14th October 2017.
- ◆ Mr Mukund V attended Seminar on “Role of Teachers in imparting Value Oriented Quality Learning” Organised by Ramakrishna Mutt on 22nd July 2017.

FACULTY AWARD

Dr. Sharmila S. was conferred with the **Best Citizens of India Award 2017** from New Delhi. This has been published in the Book of **Best Citizens of India, Vol. 15** by **International Publishing House**. This book is available in all leading libraries in New Delhi.

STUDENT AWARD

SUJITH C. of III B.Com. is awarded Best Sports Person for 2017 & Endowment Award **Smt Parvathamma Mallaradhya Gold Medal** in 53rd Bangalore University Annual Convocation for outstanding achievement in Net Ball at the National Level.

SHREYAS B. M. of I B.Com. is awarded **Certificate of Honour** by The Karnataka State Cricket Association and is adjudged as the **Best Bowler for Karnataka in Under 19 Men's One Day Tournament for Vinoo Mankad Trophy** for the season 2017.

PHOTO GALLERY



Business Lab Activities : Outline
on Presentation Skills



Business Lab Activities :
Communication Skills



Business Lab Activities: Group Discussion



Business Lab Activities :
Case Study Analysis



Business Lab Activities :
Quiz on Current Affairs



Business Lab Activities: Video Screening



Winners of India Independence Day Quiz – August 2017



Short Term Value Added Certificate Course on GST for final year B Com & BBA students -NICT



FDP- Hands on experience on GST Enabled Software Using Tally ERP 9 for teaching & office staff members



Guest Lecture on Recent Introduction of GST- Its Rules and Application for students



Where learning meets fun: Students at HAL Museum



Ideas take roots : Industrial Visit to BEML Ltd



Entering the portals of Knowledge: Students at the Manufacturing Unit - Where Bengaluru, Kolkata and Delhi Metro Rails are manufactured & assembled.



Commerce & Management Forum : Marketing Event



Commerce & Management Forum: Business Quiz



Commerce & Management Forum: Best Manager Event



Commerce & Management Forum: HR Event