

Seshadripuram Educational Trust
SESHADRIPURAM COLLEGE

27, Nagappa Street, Seshadripuram, Bengaluru – 560 020

Affiliated to Bengaluru City University | AICTE Approved | ISO 9001 : 2015 Certified

NAAC Grade : A++



COMMERCE 20 VOICE 23

Annual Commerce and
Management Departmental
e-Magazine

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CHIEF EDITOR'S MESSAGE

I have the great pleasure and honor of declaring the publication of the Commerce Voice 2022-2023, newsletter by the Department of Commerce and Management. The newsletter's purpose is to keep a record of and provide documentation of various activities of the department. The department's passion, successes and curricular & co-curricular activities are reflected in the newsletter. It is essential to highlight the improvements made in the domain of research, paper presentations made by students and faculty members at national and international conferences, and publications in SCOPUS Journals and UGC Care listed journals. Teachers and students of the Commerce and management Departments take part in various Inter collegiate activities which facilitates in participatory, experiential learning. These initiatives encourages holistic and beyond classroom learning which goes a long way in bridging Industry academia gaps as well as facilitates advanced learning. Newsletter also provides an opportunity to its stakeholders to share their perspectives towards recent developments across commerce and management domain. It spells light on insights towards faculty learning and knowledge advancements through the MOOC and Refresher courses, workshops and other training programs attended by our faculty members during the academic year which ensures continuous learning among our staff.

I would like to express my gratitude to Prof. Kala Naik, Head of the Department of Commerce and Management, as well as the entire editorial board of professors and students from the department of commerce for their effort and creative contributions to the journal. I hope the readers of this issue find well documented, interesting, fascinating and convincing. I hope the upcoming edition of the Commerce Voice more captivating and compelling.

Dr. B. G. Bhaskara
Principal



MESSAGE FROM THE HEAD OF DEPARTMENT

The Department of Commerce and Management began its functioning in 1974 with a vision to ignite the Intellectual curiosity and provide practical skill based learning among students. The department has committed faculty members whose efforts have culminated for holistic learning among our young learners. The department organizes wide array of events which includes Conferences, seminars, Workshops, guest lectures, MOOC Courses, Industrial visits and Internship Programs, aimed to focus knowledge and skill enhancement. The department aims to provide self, peer based learning through unique efforts by the department's business lab initiative which includes Group Discussions, Current affairs, Video Screenings subject quizzes, research based learning through surveys and projects. Our students have excellent placements records and are sought by very prominent corporate establishment for challenging roles and responsibilities across varied domains. Our faculty members regularly taking part in various learning initiatives such as FDPs, Conferences, Seminars, workshops, refresher training which includes both university and Industry based initiatives. There are good quality research publications made by our staff which has ensured continuous learning. I am extremely happy and proud to lead the department which is ever growing in its repute, stature and a strong social standing.

Prof. Kala Naik
Head of the Department of
Commerce & Management

RANK HOLDERS

Bengaluru City University B.Com. Examination of 2022



Ranjitha M.
5th Rank



Bhagyashree C. K.
6th Rank



Nisarga L.
6th Rank

DEPARTMENT REPORT

Highlights

- All faculty of the department have completed syllabus on time.
- Bridge course was conducted to PUC non-commerce background students of the department. The Syllabus for the course is designed and developed by the Department of C&M
- Effective Revision or remedial classes were conducted for slow learning Students through at the end of the semester.
- Faculties of the Department have participated in various FDP's, Seminars, webinars and have published various papers in conferences.
- Students from C&M have participated in various intercollegiate fests and have won several prizes.
- Spotlight-2022 was the inter-class Commerce and Management Competitions conducted by Lakshya, the Commerce and Management Forum.
- Through Business Lab various activities were conducted to all I Year B.com and BBA students.
- Approach towards Generic Skills – Live video presentation of Union budget Academic year 2022-23 in the parliament presented by Raju S, Co-Founder at Mark Photography.in
- Faculties of the Department have participated in various FDP's, Seminars, webinars and Conferences.
- The faculties of the department have presented papers at various National and International conferences and it is been published in UGC recognized journals.
- Dr. Priyadarshini of the Department of Commerce and Management has been awarded PhD degree from the Presidency university.
- Dr. Mallika D. S. of the Department of Commerce & Management has been awarded Ph.D. degree from the Bangalore University.
- Dr. Chitra Shashidhar of the Department of Commerce and Management has been awarded a letter by ICSSR for carrying out Major Research Project of the title proposed – 'Farming as future carrier Choice – Study of Arecanut farmers at malenadu region of Karnataka using Artificial Intelligence Techniques'
- Dr. Sharmila has Co-authored various semester books
- Ranjitha M, Bhagyashree C K and Nisarga L have secured 5th , 6th and 6th rank respectively from Bengaluru City University in the B.Com Examination 2021-2022.
- Rahul Rohith, VI Semester BBA Student presented a paper in Blockchain Technology at National Conference in S.E.A College of Science, Commerce & Arts on 14th July 2022.
- S. Swathi has secured 2nd rank in Company Secretaries All India Examination 2022.
- Manas 2022 - Annual Inter Class Training Competition
- **A curriculum orientation program for BCU, (NEP) curriculum orientation of 3rd semester BBA regular and BBA Aviation**

The Departments of Commerce and Management of Seshadripuram Institutions affiliated to Bengaluru City University had organised a curriculum orientation program for BCU, (NEP) curriculum orientation of 3rd semester BBA regular and BBA Aviation held on 12th December 2022, Monday.

The details of the Department Programs and Activities are as follows:

1. Fundamentals Of Capital Market Course

This report is on the output of successful completion of 30 hours “FUNDAMENTALS OF CAPITAL

MARKET” Certificate Course which was conducted by Business Lab, Department of Commerce and Management in association with FINMARK Trainers India Pvt. The thrust of this course is to impart role- specific knowledge on Capital and Financial functional knowledge of products and processes, stock broking operations, functional knowledge of products and services. The course gave the understanding the nature and use of Mutual Funds as a powerful investment vehicle. 28 students from different streams registered and attended the course. The course took place during the month of August 2022 and September 2022 and has benefited the students in obtaining the Certificates.



2. A Talk on Usage of Braille & Technology

On 30th June 2022, BBA Department organised **A Talk on Usage of Braille & Technology** By Visually Impaired by Sri Kumar M, VI Semester BBA Student at 9 a.m. in AV Room. Around 70 Students attended. He shared his knowledge about Braille technology which assists the visually impaired to do common tasks such as writing, browsing internet, music, using electronic mail and reading documents. He also spoke on audio books, voice-recognition software. Both final year students from B Com and BBA attended.

3. Add-On Course on “Digital Marketing

The BBA Department conducted **Add-On Course on “Digital Marketing”**, 30 Hours Certification Course from **24th August 2022 to 6th September 2022**. The Certificate Distribution Program will be held on 9th September 2022. This is

organised for II Semester BBA students. Around 25 BBA Students took up the course. The Trainer is Mr JK Darshan, Director RADARDO Works.

4. Orientation to the First year students regarding the department and Business lab activities.

Orientation to the First year students regarding NEP syllabus was done in from 12th September 2022 to 17th September 2022. The students were also oriented about the department and the Business lab activities.

5. Industrial visit organised for I semester BBA students on 22/10/2022.

BBA Department Organized One Day Industrial Visit to Dairy Delight Ice Cream Factory for I Semester BBA Students on 22nd October 2022. Around 57 students attended. It was a good practical exposure for the students. The students were taken to the Production Unit where they saw the different processes involved from raw material to finished product stage. The guide briefly explained about the marketing strategies adopted. It was a great learning experience for the students. Students were given all flavours of ice creams. Dr Sharmila accompanied the students. It was a joyful educational trip for the students which concluded with a positive note.



6. Commerce and Management Forum - Orientation

An Orientation on Commerce and Management forum activities was conducted for the A/Y 2022-23 on 30/11/2022 for the first semester students of B. Com, B. Com A&F and BBA.

7. Workshop on income tax filing of returns for A.Y. 2022-23 for V semester BBA students on 8/12/2022

BBA Department has Organised One Day Workshop on IT Filing of Returns for A.Y.2022-23 for V Semester BBA Students on 8th December 2022. The Resource Person is Smt. Aarthi, Income Tax Officer.

8. A guest lecture on 'Financial planning and Awareness on Mutual Funds'



A guest lecture on 'Financial planning and Awareness on Mutual Funds' was organized under Business Lab on 02nd December 2022 for the final year B.com and BBA student. The resource person for the program was Smt. Sowmya Anand,

Consultant, Finsafe Private Limited. A total of 80 students participated in the program.



9. A curriculum orientation program for BCU, (NEP) curriculum orientation of 3rd semester BBA regular and BBA Aviation

The Departments of Commerce and Management of Seshadripuram Institutions affiliated to Bengaluru City University had organised a curriculum orientation program for BCU, (NEP) curriculum orientation of 3rd semester BBA regular and BBA Aviation held on 12th December 2022, Monday. The program was completed very successfully with good number of participants from various colleges affiliated to Bangalore City University.



Glimpses of A curriculum orientation program for BCU, (NEP) curriculum orientation of 3rd semester BBA regular and BBA Aviation

10. Equity Analysis Course

This report is on the output of successful completion of 30 hours Equity Analysis Certificate Course which was conducted by Business Lab, Department of Commerce and Management in association with STOCKTALE, an Ed-tech, Sagar U, Entrepreneur and trainer trained the students in understanding the process of investment. The course included the Fundamental of Stock Markets, helped the students in understanding how stock markets work

in real-time, Price and Volume analysis, and the instructor also showed LIVE stock market during the course. A total of Rs 1,500 was collected from each of the student as course fee by the course co-coordinators Smt. Poornima K and Varshini S K. 31 students from different streams had participated. The course took place from 20th January 2023 to 19th February 2023 and has benefited the students in obtaining the **CERTIFICATE OF PROFICIENCY**.

The outcome of the course states that students have easily gained the practical knowledge of stock market. Students learnt price and volume analysis, risk management, stock analysis and Index data analysis.



“Glimpses of the Certificate program”

11. Special Lecture Session On “understanding Capital Markets”

Department of Commerce and Management under Business lab had organized a special lecture session on Topic “Understanding Capital Markets” on 16th June 2023 at 10.30 in Seminar Hall for final year B Com and BBA students. The speaker for the program was Sri Glenn Roger Carr, Founder- Director of Finmark.

The speaker highlighted on importance savings and investment among student community and gave insight on Capital Markets. Sir gave an insight on various avenues of investments schemes and guided students on how they can manage their money better. Around 100 students from B Com and BBA participated in the lecture session and the lecture session ended with an interactive question and answer session.



12. A Guest lecture on 'Financial Literacy-Investor Awareness'

Department of Commerce and Management under Business lab had organised a guest lecture session on “Financial Literacy- Investors Awareness on 1st July 2023 for all the interested final year B.COM students in room number 212. A total of 90 students have participated in the session. The resource person was Lohit N Somayaji, Manager HDFC Securities, and Lavanya Team Lead, HDFC Securities, Digital Centre-Bangalore. The program briefed on the different financial products such as equities, derivatives, mutual funds, ETF's, NPS, IPO's, NCD's, Corporate fixed deposits and bonds. Apart from the resource persons gave certain information in building of diversified portfolio. Also, the benefits of investing in SIP's were discussed. The event ended with Q&A session. The resource persons could answer to all the questions raised by the students.



13. One Day Seminar on 'Awareness on Study Abroad Opportunities'

BBA Department in association with Unischolars, One-Stop-Solution for study abroad organised One Day Seminar on 'Awareness on Study Abroad Opportunities'. The Resource Persons were Mr. Prasad Shetty, Manager, Business Development, Karnataka, Unischolars and Ms. Nagamani Rao, Student Counsellor, Deputy Branch Manager, Unischolars. The seminar was held at 11 30a.m. in the AV Room on 24th May 2023 for final year BBA students. Around 77 students participated. Certificate of Participation was given to all the participants.



14. One Day Workshop on Personal Branding

BBA Department in association with M/S Radar Do Works LLP Organised One Day Workshop on Personal Branding. The Resource Person was Mr. Darshan J K Rathod, Director M/S RadarDo Works LLP. The Workshop was held on **26th May 2023** at 11.30a.m. in AV Room. Around 97 BBA students participated. Certificate of Participation was given to all the participants. The outcome of the Program is that the students learnt the essence of soft skills, its application thereby enhancing their confidence level.



15. One Day Field Trip to Toyota Ecozone for II Semester BBA Students

BBA Department in association with Toyota Kirloskar Motors Organised One Day Field Trip to Toyota Ecozone for II Semester BBA Students on Friday, 9th June 2023. Toyota Ecozone is an experiential environmental learning Centre that is spread across 25 acres of land inside the TKM Premises. Around 52 students visited the Ecozone. It was an outdoor experiential learning program. The training program commenced at 9 30a.m. The students visited 17 educational theme parks- Value Theme Park, Medicinal Garden, Toyota Plaza, Underground Ecology, Pollination Meadows, Climate Change Garden, Wetland Pond and Pavilion, Rain Water Harvest, Energy Conservation Theme Area, Waste Management, Evolution Timeline, Biodiversity Theme Park, Sacred Groves, Japanese Garden and Dried Forest Theme. The experiential learning session commenced at 9.30a.m. and the journey of all 17 Theme Parks ended at 1.30p.m. after

covering 6 Kms walking and learning as to how to conserve and preserve our environment. Dr S Sharmila and Dr Vaishali accompanied the students for the field visit. It was a good environmental learning experience with a message to live in HARMONY WITH NATURE.



16. EXCOGITATE - Business Quiz Competition 2023

BBA Department Organised EXCOGITATE, Business Quiz Competition 2023 on Monday, **3rd July 2023** at 12 30p.m. in AV Room. Cash Prize was awarded to top 3 teams: I Prize-Rs600, II Prize-Rs400 and III Prize Rs300. Varun S, Sihab and Meher Irum were the student co-ordinators. The students from II, IV and VI Semester BBA participated. There were three rounds- Prelims, Semi-Finals and Finals. 12 teams entered the Finals. First and Second Prizes was won by II BBA 'B' Section and Third Prize was won by II BBA 'A' Section. All the students participated enthusiastically.



17. A Guest Lecture on Opportunities and Challenges in the Indian Financial Markets

BBA Department in association with Finmark Organised A Guest Lecture on Opportunities and Challenges in the Indian Financial Markets. The Resource Person was Mr. Sivaram Ravindran, Investment Advisor, Financial Market Trainer and Business Development Manager, Finmark. It was held on Thursday, 6th July 2023 at 10.30a.m. in Room No 313 for Final Year BBA Students. The Session was very informative. Around 85 students participated. Certificate of Participation was given to all the participants.



18. Business Skill Development Course

The students of final year BBA completed the Business Skill Development Course which comprised of Internship with Business Organisations and placement training. The students completed their internship work, submitted their reports and made presentation. The entire process was completed and assessment marks were submitted on 31st July 2023.



The details of the business lab activities are as follows :

Odd Semester

Various activities were planned to be conducted under Business Lab for all students of I year B.Com, B.Com. A and F and BBA during the odd semester as per NEP requirement. The details of activities and the incharge faculties are as follows.

1. PPT Preparation and Presentation-Vinaya R, Reshma. B. K., Mangala M. N., Sujatha A. M. and Geetha R.

2. Fundamentals of Research- Shruthi C, Anusha H. R., Hemalatha P. and Ramya C.

3. Board Games – Shobha U, Harish G, Bharath B, Bindu N and Prathap S M

4. Subject Quiz – Dhakshitha B.K, Anusha HR, Mangala MN, Bharath B, Hemalatha P, Ramya C, Reshama B.K, Bindu N, Prathap S M and Geetha R

The details of the activities are as follows:

a) PPT Preparation and Presentation: This activity is aimed at educating students to design a quality PPT and also to train them on enhancing their effective presentation skills.

b) Fundamentals of Research: This activity aims to provide knowledge on fundamentals of research like population, sample size, methodology, collection of data, analysis & Interpretation, reporting findings, conducting survey etc.

c) Board Games : This activity teaches practical application of various concepts like marketing, entrepreneurship, accounting in real life. Board games stimulate real life situation and with each passing level, one is also thrown into greater intricacies.

All supporting documents are maintained in the registers.

d) Bridge course was conducted for non-commerce students of first year B Com and BBA

students as per the syllabus designed and developed by the Department of Commerce and Management. The faculty in charge were Vinaya R, Poornima. K, Shobha U and Sridhar NM.

All supporting documents are maintained in registers.

Even Semester

SURVEY PROJECT ACTIVITY

1. First year B.Com and BBA students undertook Survey analysis and prepared Survey Project Report in group of two. Around 145 reports were prepared and submitted by students of first years.
2. Students were guided by Business Lab faculty members to conduct survey and prepare Survey Project Report.
3. Students chose the survey topic on various commerce related topics like Marketing, Human Resource, Management, E- Commerce, Accounting and Business, Banking, Finance, Economics.
4. Data for survey was collected by preparing Questionnaire containing 15 questions from 30 respondents (Sample Size- 30).

Rules for Format of Survey Project Report

1. The report should be prepared in spiral bind A4 size sheet format.
2. The report should be in Times New Roman Font, Font size 12, Headings 14 with 1.5 line space.
3. Page margins- Left- 1.5, Right-1, Top- 1 and Bottom- 1.
4. The report should contain the following Chapters:

Chapter-1: Introduction

Chapter-2: Objectives of the study

Chapter-3: Data Analysis and Interpretation

Chapter-4: Findings and Conclusion

The activity was divided like below and each chapter/Session carries 5 Marks.

Session 1:	Brief introduction of survey, Training and guidance on data collection.	5 Marks
Session 2:	Preparation of graphs, charts, tables and analysing data using MS- Excel.	5 Marks

Few contemporary topics on which survey was conducted include:

1. A Survey on attitude of consumers towards internet advertisement.
2. A Survey on Employee Satisfaction.
3. A Study on Impact of Age and Gender on Customer Loyalty.
4. A Survey on Impact of Social Media on students.
5. A Study on Impact and Development of E-Commerce.
6. A Study on Customer Satisfaction on IT Sector Companies in Karnataka
7. A Study on Social Media Instagram
8. A Study on Himalaya Products.
9. A Study on Green Marketing.
10. An Analysis of customer satisfaction towards Bank of Baroda Services and Credit Card.
11. A Survey on Gadget usage and preference.
12. A Study on Status of Student mental health during first and second wave of Covid-19 outbreak in India.
13. A Study on Electric vehicles users' suitability for Bangalore City.
14. A Study on E-Commerce Benefits to the Stakeholders.
15. A Survey on Impact of Chat GPT.
16. A Comparative study on consumer preference between Flipkart and Amazon.
17. A Study on Customer Satisfaction on Private Banking Sector.
18. A Survey on most used social media platforms.
19. A Survey on impact of Covid-19 on E-Sport Industry.

20. A Study on impact of social media on Students.
21. A Comparative study on E-Books V/s Printed Books
22. A Study on impact of IPL on youth.
23. A Study on Consumer satisfaction on College Canteen.
24. A Study on Youtube as an Effective Educational tool.
25. A Study on Biodegradable Sanitary pads.
26. A Study on Financial Literacy among College students.
27. A Study on impact of GST.
28. A Study on understanding Psychological Bias of Investors.
29. A Survey on Staff Relationship.
30. A Study on Consumer Satisfaction for products like Mattresses and Furnitures.
31. A Survey on Consumer Perception about Life Insurance Policies.
32. A Study on impact of Financial Crises on Mental being.
33. A Study on Exploring Consumer Behaviour in E-Commerce.
34. A Study on Growth of Online Grocery Shopping.
35. A Study on Consequences of E-Commerce in India.

Subject Quiz Report 2022-23 Odd Semester

Business Lab Conducted a Quiz for first year students for both B. Com and BBA courses. Quiz will boost self-esteem and confidence. Where students can test their knowledge by themselves on particular subjects.

Quiz was conducted at the end of the semester to check their subject knowledge.

The quiz was conducted for Eight subjects, where 800 students attempted the quiz. Student got to know the concepts of the subjects. Students who attended the quiz will be allotted 10 marks as their internal marks in their particular subjects.

Subject Quiz Report 2022-23 Even Semester

Department of Commerce and Management under Business lab activities has conducted subject quiz for second years of B.Com and BBA students. The objective of the subject quiz is to evaluate the subject knowledge of students, put the students into critical thinking and develop a habit of innovative learning to enhance their subject knowledge. Google forms were created for around 6 subjects for the even semester 2022-2023 and about 500 students from both the programs have participated in the subject quiz. The faculty in charge was Ramya C.

Faculty Achievements :

Dr. Priyadarshini of the Department of Commerce and Management has been awarded Ph.D. degree from the Presidency University on the Topic *'Visual Merchandise and its impact on Impulse buying behaviour with special reference to green products in FMCG sector'*

Dr. Mallika D. S. has been awarded Ph.D. degree from the Bangalore University on the Topic : *Green Marketing Practices and sustainable Development : A Study with reference to SME Sector in Bangalore.*

Dr. Priyadarshini, is been awarded best paper award for the paper titled *'Effects of green marketing strategies in relation with marketing mix on firm performance'*.

Dr. Chitra Shasidhar of the Department of Commerce and Management has been awarded a letter by ICSSR for carrying out Major Research Project titled – *'Farming as future carrier Choice – Study of Arecanut farmers at malenadu region of Karnataka using Artificial Intelligence Techniques'*

Dr. Sharmila has Co-authored the books as mentioned below:

- ❖ Fundamentals Of Accounting For 1 st Semester BBA
- ❖ Financial Accounting For 1st Semester B Com
- ❖ Advanced Financial Accounting For 2nd Semester B.Com.
- ❖ Financial Accounting For 3 rd Semester BBA
- ❖ Cost Accounting For 3 rd Semester BBA

Student Achievements:

Ranjitha M, Bhagyashree C K and Nisarga L have secured 5th , 6th and 6th rank respectively from Bengaluru City University in the B.Com Examination 2021-2022.

Rahul Rohith, VI Semester BBA Student presented a paper in Blockchain Technology at National Conference in S.E.A College of Science, Commerce & Arts on 14th July 2022.

S. Swathi has secured 2nd rank in Company Secretaries All India Examination 2022.

Prof. Kalanaik

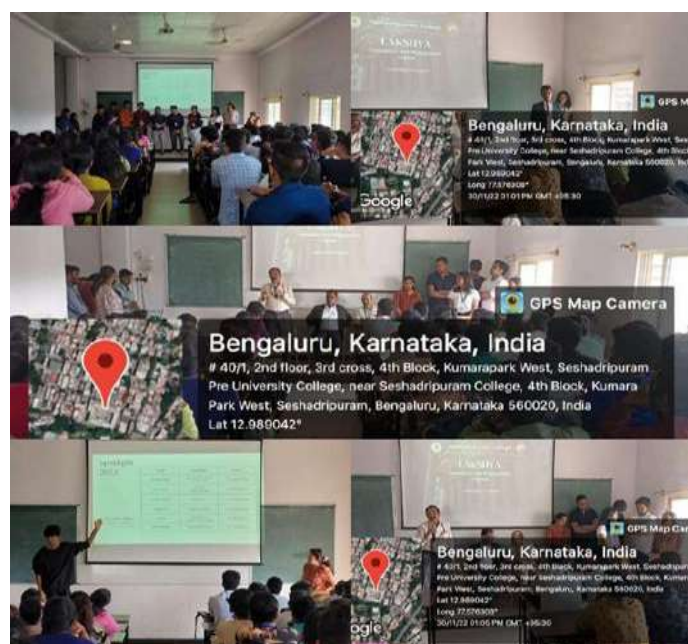
Head, Dept. of Commerce & Management

LAKSHYA - COMMERCE AND MANAGEMENT FORUM REPORT 2022-23



Academic Year 2022-23, had its official commence for the First Semester students from the month of September 2022, However as examination was under way for the second and final year students the Forum commenced its activities from the month of November 2022. The semester classes began on 10th November 2022 for the current second and final year batch of students.

The forum decided to immediately conduct an Orientation session for the first Year students to provide them an insight towards learning opportunities through participation in Forum events. The planned session was conducted on 26th November 2022 which had more than 150 registered participants and the discussion was found very encouraging among all its attendees.



Followed by the Orientation session the Forum is conducted its Annual Inter Class Competition Spotlight 2022-23.

The event was scheduled as below:

Sl No	Date with Number of participants	Event
1	3rd Dec 2022 - 50 Teams	Business Quiz
2	5th Dec 2022- 45 Teams	Mock Stock
3	6th Dec 2022- 32 Teams	Human Resource
4	7th Dec 2022- 35 Teams	Marketing
5	8th Dec 2022- 35 Teams	Finance
6	9th & 10th Dec 2022-25 Teams	Best Manager





The event saw an excellent response from the students which has further encouraged the team to do many such student based learning session in the

upcoming days to provide holistic learning experience among the participants.

Additionally a training session on Logical reasoning and Critical Thinking on real life case scenarios in the corporate world which could help students to analyze various business dimensions and facilitate them in participating towards inter collegiate event in the upcoming days.

The forum through the support of the management aims to provide a platform to facilitate students learning through allowing them conduct and represent in various Inter Collegiate as per the invites received from time to time.

Students participated in various Intercollegiate Competitions, some of the glimpses of appreciation pictures.

APPRECIATION PICTURES



Thrissur Management Association



Mount Carmel College



Mount Carmel College





Manas

Manas the inter-class training competition hosted, a diverse range of business verticals such Business Quiz, Human Resources, Finance, Marketing and many more, it provided an exceptional learning experience for all participants. Throughout the event, individuals had

the opportunity to showcase their knowledge and skills in various areas of management, fostering healthy competition and promoting intellectual growth.

One key learning from the event was the importance of interdisciplinary knowledge in the field of management. Participants had to navigate through questions from different domains, emphasizing the need for a well-rounded understanding of business principles. This reinforced the idea that successful managers should possess a broad spectrum of knowledge, as effective decision-making often requires the integration of insights from various disciplines.

Moreover, the competition highlighted the significance of teamwork and collaboration. Participants formed teams and worked together to tackle challenging case studies leveraging each other's strengths and expertise. The experience not only enhanced their ability to communicate and cooperate effectively but also emphasized the power of collective intelligence in problem-solving and decision-making processes.

Additionally, the event served as a platform for participants to enhance their critical thinking and analytical skills. The rounds were designed to test their ability to think on their feet, make informed judgments, and apply theoretical knowledge to practical scenarios. Engaging in such thought-provoking exercises sharpened their analytical acumen, enabling them to analyse complex situations more effectively in real-world management scenarios.

Finally, the competition fostered a spirit of continuous learning and improvement. Participants were exposed to new concepts, theories, and industry trends through the rounds, prompting them to expand their knowledge base. The event served as a reminder that in the ever-evolving field of management, staying abreast of the latest developments and continuously updating one's skills are crucial for professional growth and success.



Festing Group

● St Paul's College, 31 May 2023 - Felicitation in Our College (Post Event)

Our participation in St Paul's annual fest that took place on 31st of May, I am pleased to inform you that our Festing team not only participated in multiple events but also emerged victorious, securing the overall trophy for the fest.

The fest encompassed various verticals, including tax analysis, cost analyst, finance, business quiz, marketing and best manager. We decided to showcase our diverse skills and interests by participating in all of these events, and our hard work and dedication paid off in each one.

Participating in this intercollege fest was a rewarding experience that allowed us to apply our classroom knowledge and skills in a practical setting. It not only provided us with a platform to showcase our abilities but also helped us grow as individuals and as a team. The competitive atmosphere and the opportunity to interact with students from other colleges enriched our learning experience and broadened our perspectives.



CRUXx 2023 'VIKTORIIN'

Annual Inter Collegiate Business Quiz Festival Report

Introduction: The Annual Intercollegiate Business Festival, organized by Lakshya - Commerce and Management Forum of Seshadripuram College (MAIN), featured an exciting and intellectually stimulating event “CRUXx 2023 'VIKTORIIN' ” Business Quiz. The festival, held on 15 July 2023, aimed to foster a spirit of healthy competition among students from various colleges and test their knowledge and understanding of the business world.

The primary objectives of the Business Quiz event is :

- ❖ To encourage participants to deepen their knowledge of business concepts, current affairs, and industry trends.
- ❖ To promote critical thinking, quick decision-making, and teamwork among participants.
- ❖ To provide a platform for students to showcase their business acumen and analytical skills.
- ❖ To create an engaging and enjoyable learning experience for all participants.

Event Highlights:

- a) **Format :** The Business Quiz was conducted in a traditional quiz format, with 4 rounds of two prelims,



CRUXx





semi-final and Final. The questions covered a wide range of topics, including business history, famous personalities, corporate logos, and global economic trends.

b) Participation : The event witnessed enthusiastic participation from 49 teams representing various colleges. Each team comprised of 2 members who had to work together to answer the questions.

c) Chief Guest : The event witnessed enthusiastic participation from 49 teams representing various colleges. Each team comprised of 2 members who had to work together to answer the questions.

d) Quizmaster : An experienced and engaging quizmaster Mithun Chaturvedi, alumni of our esteemed institution, moderated the final round adding an element of excitement and ensuring a smooth flow of the quiz. Prizes and Recognition:

To motivate the participants, attractive prizes were awarded to the winning team and the runner-up team. Additionally, all participants, volunteers, organizers received certificates of participation, recognizing their efforts and enthusiasm.

Results :

After an intense competition, the team from Jain Deemed-to be University, Jaynagar emerged as the

champions of the Business Quiz event, displaying remarkable knowledge and teamwork. The runner-up team from Jain Centre for Management Studies campus also performed admirably, making the event highly competitive and entertaining.

Outcomes :

- ❖ Participants enhanced knowledge of business concepts and industry trends.
- ❖ Participants' Improved teamwork and communication abilities.
- ❖ Guest's Speech included Knowledge sharing and contribution to young talents' development.
- ❖ Increased networking opportunities with peers and other students of common interest.
- ❖ Valuable leadership and organizational experience for organizers.
- ❖ Event enhanced the reputation and recognition for the college.
- ❖ Strengthened alumni engagement and connections.

Sri Raghavendra S
Convenor

Report on Conferences, Workshops, FDP's attended and Paper Presentation/Publication

Faculty Development Program

Sl.No.	Name of the Teacher who attended	Title of Programe	Duration (from - to) (DD-MM-YYYY)
1	Dr. S. Sharmila	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
2	Dr. Chitra Shashidhar	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
3.	Navitha Kushal	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
4.	Annapoorna M	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
5.	Lokesha	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
6.	Harsih G	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
7.	Vinutha B	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
8.	Raghavendra S	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
9.	Manjula S	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
10.	Varshini S K	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
11.	Shruthi C	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
12.	Sridhar N M	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges	26-11-2022 to 26-11-2022
13.	Bharath C	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
14.	Krithika Raj	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
15.	Bharath B	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
16.	Shobha U	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
17.	Goutham S	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
18.	Vinaya R	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
19.	Ramya C	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022

20.	Reshma K P	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
21.	ANUSHA H R	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
22.	Hemalatha P	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges	26-11-2022 to 26-11-2022
23.	Sujatha A M	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
24.	Tejas Kumar N	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
25.	Prathap S M	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
26.	Geetha R	Indian Constitution, Social, Economic and Social Justice: Issues and Challenges.	26-11-2022 to 26-11-2022
27.	Dr. B. G. Bhaskara	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
28.	Dr. S. Sharmila	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
29.	Dr. Chitra Shashidhar	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
30.	Navitha Kushal	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
31.	Mallika D S	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
32.	Annapoorna M	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
33.	Ashashwini V	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
34.	Nirmala R	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
35.	Lokesha	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
36.	Harsih G	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
37.	N Priyadarshini	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
38.	Vinutha B	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
39.	Raghavendra S	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
40.	Manjula S	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
45.	Varshini S K	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
46.	Krithika Raj	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022

47.	Poornima K	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
48.	Shruthi C	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
49.	Sridhar N M	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
50.	Bharath C	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
51.	Dhakshitha B K	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
52.	Shobha U	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
53.	Hemalatha K J	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
54.	Goutham S	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
55.	Reshma K P	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
56.	Hemalatha P	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
57.	Ramya C	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
58.	Mangala M N	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
59.	Bharath B	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
60.	Anusha H R	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
61.	Sujatha A M	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
62.	Tejas Kumar N	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
63.	Prathap S M	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
64.	Geetha R	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
65.	Ramya C K	Introspection- knowing yourself is the beginning of all wisdom	20-12-2022 to 20-12-2022
66.	Dr. S. Sharmila	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
67.	Navitha Kushal	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
68.	Divyashree R	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
69.	Annapoorna M	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022

70.	Ashashwini V	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
71.	Nirmala R	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
72.	Vinutha B	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
73.	Manjula S	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
74.	Varshini S K	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
75.	Poornima K	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
76.	Shruthi C	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
77.	Bharath C	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
78.	Dhakshitha B K	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
79.	Shobha U	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
80.	Goutham S	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
81.	Vinaya RI	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
82.	Reshma K P	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
83.	Ramya C	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
84.	Mangala M N	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
85.	Bharath B	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
86.	Anusha H R	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
87.	Sujatha A M	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
88.	Tejas Kumar N	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
89.	Prathap S M	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
90.	Geetha R	Interactive Session on Implementation of Nep 2020-Good Governance	22-12-2022 to 22-12-2022
91.	Varshini S K	8 Days Hybrid National level Faculty Development Programme on "Tools and Techniques in Research"	22-08-2022 to 29-08-2022

92.	Annapoorna M	8 Days Hybrid National level Faculty Development Programme on "Tools and Techniques in Research"	22-08-2022 to 29-08-2022
93.	Annapoorna M	5 Day FDP on "Marketing Analytics for Strategic Decisions - A case based Approach"	24-04-2023 to 28-04-2023
94.	Annapoorna M	Virtual FDP Programme on "How to apply for ICSSR Project"	22-04-2023 to 22-04-2023
95.	Sindhu M M	5 Days Online FDP on "Contemporary Trends in Management Research"	06-12-2022 to 10-12-2022
96.	Sindhu M M	Six Day National level on Online FDP on "Teaching Plan and Methods of BCOM, BCU Sixth Semester Curriculum"	08-08-2022 to 13-08-2022
97.	Reshma K	PFDP on Advanced Financial Management, B.Com 5th Semester 2022-23 'Finance' Elective Paper 1	22-11-2022 to 22-11-2022
98.	Krithika Raj	National Level FDP on "Research Methodology and Publishing in High Quality Journals"	19-12-2022 to 23-12-2022
99.	Krithika RajF	DP on "Dimensions of Competitive Examinations"	25-03-2023 to 25-03-2023

National Level Seminar

Sl.No.	Name of the Teacher who attended	Title of Programe	Duration (from - to) (DD-MM-YYYY)
1.	Annapoorna M	Two Day National level Seminar on "NEP-2020 and Higher Education in India"	17-08-2022 to 18-08-2022
2.	Varshini S K	Two Day National level Seminar on "NEP-2020 and Higher Education in India"	17-08-2022 to 18-08-2022
3.	Shobha UT	Two Day National level Seminar on "NEP-2020 and Higher Education in India"	17-08-2022 to 18-08-2022
4.	Divyashree R	Two Day National level Seminar on "NEP-2020 and Higher Education in India"	17-08-2022 to 18-08-2022
5.	Reshma K P	Two Day National level Seminar on "NEP-2020 and Higher Education in India"	17-08-2022 to 18-08-2022

National Level Webinar

Sl.No.	Name of the Teacher who attended	Title of Programe	Duration (from - to) (DD-MM-YYYY)
1.	Varshini S K	Research Guidelines - Literature Review, Questionnaire Designing and Application of Statistical Tools	02-11-2022 to 04-11-2022
2.	Krithika Raj	Research Guidelines - Literature Review, Questionnaire Designing and Application of Statistical Tools	02-11-2022 to 04-11-2022
3.	Varshini S K	Impact of Union Budget 2023 on Middle income Group	10-02-2023 to 10-02-2023

Orientation

Sl.No.	Name of the Teacher who attended	Title of Programe	Duration (from - to) (DD-MM-YYYY)
1.	Dr S Sharmila	BCU NEP Curriculam Orientation of III Semester BBA & BBA (Aviation)	12-12-2022 to 12-12-2022
2.	Divyashree R	BCU NEP Curriculam Orientation of III Semester BBA & BBA (Aviation)	12-12-2022 to 12-12-2022
3.	Krithika Raj	BCU NEP Curriculam Orientation of III Semester BBA & BBA (Aviation)	12-12-2022 to 12-12-2022
4.	Shobha U	BCU NEP Curriculam Orientation of III Semester BBA & BBA (Aviation)	12-12-2022 to 12-12-2022
5.	Reshma K P	BCU NEP Curriculam Orientation of III Semester BBA & BBA (Aviation)	12-12-2022 to 12-12-2022
6.	Varshini S K	Orientation Programme of VI Semester B.com Syllabus 2019-2020	09-06-2022 to 09-02-2022
7.	Reshma K P	Orientation Programme of VI Semester B.com Syllabus 2019-2020	09-06-2022 to 09-02-2022

Research projects funded by government and non government agencies during the year

Sl.No.	Name of the Project/ Endowments, Chairs	Name of the Principal/Investigator/ Co-investigator	Year of Award	Amount Sanctioned	Name of the Funding Agency
1.	Major Research Project - Farming as future career choice : Study of Arecanut farmers at Malenadu region of Karnataka using Artificial Intelligene Techniques.	Dr. Chitra Shashidhar	2023	750000	Indian Council of Social Sience Research (ICSSR)

Paper Publication

Sl.No.	Title of Paper Endowments, Chairs	Name of the author/s	Name of Journal	ISSN Number
1.	Impact of Covid 19 on the usage pattern of OTT platforms by consumers in Bengaluru	Sridhar N M	Journal of Education : Rabindra Bharathi University	0972-7175
2.	A study on online - Teaching & Learning etiquettes and government initiatives regarding online teaching during Covid-19	Raji Pillai	International Journal of Humanities, Law and Social Science	2348-8301
3.	Impact on Union Budget 2020 on Education Sector	Dr. Sharmila S	Journal of Education : Rabindra Bharathi University	0972 -7175
4.	An Empirical Study on the Green Skill Development Programme and its Inclusiveness in Green Industries for Z effective Green Marketing and Sustainable Development : Key success factors and challenges	Mallika D S	BOHR International Journal of Finance and Market Research	2583-4541

5.	A Study to Understand and Adoption of Green Marketing by SMES for inclusive Growth and Sustainable development in Bengaluru.	Mallika D S	Shodhasamhita	2277-7067
6.	Women Empowerment Schemes in India : A Study	Annapoorna M	International Journal of Humanities, Law and social Science	2348-8301
7.	India's Banking and financial inclusion : The need for innovation	Ashaswini V	Rabindra Bharati Journal of Philosophy	0973-0087
8.	A study on fintech - evolution, advantages and disadvantages in view of published literature	Sindhu M M	South India Journal of Social Sciences	0972-8945
9.	A Study of complexity in teaching of English to rural students- an experience	Balaji Mohan	Internal Journal of Multidisciplinary Educational Research	2277-7881
10.	Recent Technical Development in the fields of Finance, Banking, and Insurance-an empirical study	Hemalatha K J	Shodha Prabha	0974-8946
11.	A conceptual study on old v/s new tax regime:- "which is better to an individual tax payers"	Harish G	South India Journal of Social Sciences	0972-8945
12.	A conceptual study on old v/s new tax regime:- "which is better to an individual tax payers"	Lokesha	South India Journal of Social Sciences	0972-8945
13.	A study on impact of influencer marketing on brand preference with reference to smart phones in central Bengaluru	Sridhar N. M	South India Journal of Social Sciences	0972-8945
14.	A study on impact of influencer marketing on brand preference with reference to smart phones in central Bengaluru	Goutham S	South India Journal of Social Sciences	0972-8945
15.	A study on impact of COVID-19 on personal financing of youths	Bharath C	South India Journal of Social Sciences	0972-8945
16.	A study on impact of COVID-19 on personal financing of youths	Kala Naik S.B	South India Journal of Social Sciences	0972-8945
17.	Impact of digital technology on micro finance	Dr. Sharmila S	NIU International Journal of Human Rights	2394-0298

Books Published

Sl.No.	Name of the Teacher	Title of the Book / Chapters Published	ISBN/ISSN Number of the Proceeding
1	Dr. S. Sharmila	Income Tax-II	978-93-5596-268-3
9	Dr. S. Sharmila	Advanced Financial Accounting	978-93-5596-272-0
10	Dr. S. Sharmila	Business Taxation	978-93-5596-397-0
11	Dr. S. Sharmila	Indian Accounting Standards and IFRS	978-93-5596-401-4
12	Dr. S. Sharmila	Management Accounting	978-93-5596-357-4
13	Goutham S.	Business Mathematics	978-93-95085-04-5

Papers Published

Sl.No.	Name of the Teacher	Title of the Paper	Title of the proceedings of International Business, Entrepreneurship and Management Conference	ISBN Number of the Proceeding
1	Varshini S. K.	A study on Global Warming and its impact on Health	Proceedings of International Entrepreneurship Summit on beyond sustainability - Trends in Regenerative socially responsible, community ventures	978-93-91260-26-2
2	Varshini S. K.	A study on Work life Balance & Stress Management of Working Professional	Proceedings of International Entrepreneurship Summit on beyond sustainability - Trends in Regenerative socially responsible, community ventures	978-93-91260-28-6

AI's Impact on Business

Introduction :

- AI's transformative impact on the business landscape.
- Strategic integration for redefined approaches, enhanced operations, and competitive advantage.

Optimizing Operations :

- Fundamental changes in data-driven decision-making and personalized customer experiences.
- Smart algorithms analyze datasets for insights into consumer behavior and market trends.

Transformation in Functioning :

- Increased operational efficiency leading to a profound transformation.
- AI applications redefine how businesses operate and deliver value.

Leadership and Decision-making :

- AI is indispensable for business leaders in decision-making.
- Predictive analytics enables anticipation of market shifts for proactive strategies.
- Automation of routine tasks liberates managerial bandwidth for innovation.



Challenges :

- Ethical considerations, including data privacy and algorithmic biases.
- Thoughtful approach needed to address fears of job displacement due to automation.

Conclusion :

- Profound impact of AI on business, offering growth and innovation opportunities.
- Responsible deployment is crucial, addressing ethical concerns and ensuring workforce well-being.
- Striking a delicate balance between technological advancement and human-centric values is key.



Lohith M
2nd B.com H

Accelerating Prosperity: Unveiling the Economic Impact of the Formula 1 Las Vegas Grand Prix 2023"

The Las Vegas Grand Prix 2023 has emerged as a pivotal driver of economic growth for the vibrant city. The event, held annually, has left an indelible mark on the Las Vegas economy, fostering positive impacts across various sectors.

Tourism Magnet:

- ❖ The Grand Prix attracts racing enthusiasts globally, significantly boosting tourism.
- ❖ Increased visitor numbers lead to higher hotel bookings and a surge in restaurant patronage.
- ❖ Elevates Las Vegas as a premier destination for sports events, enhancing its global appeal.

Economic Boost:

- ❖ Event-related spending generates substantial revenue for the hospitality industry and local businesses.
- ❖ Positive impact on the city's economy is not limited to the duration of the event but extends beyond.

Job Creation :

- ❖ The demand for services related to the Grand Prix results in job creation.
- ❖ Employment opportunities span various sectors, including event management, security, transportation, and hospitality.
- ❖ Benefits extend beyond those directly involved, positively affecting the wider community.

Business Opportunities :

- ❖ The Grand Prix provides a platform for local businesses through sponsorships, partnerships, and promotions.

- ❖ Enterprises showcase products and services to a global audience, leading to increased sales and potential long-term growth.

Infrastructure Development:

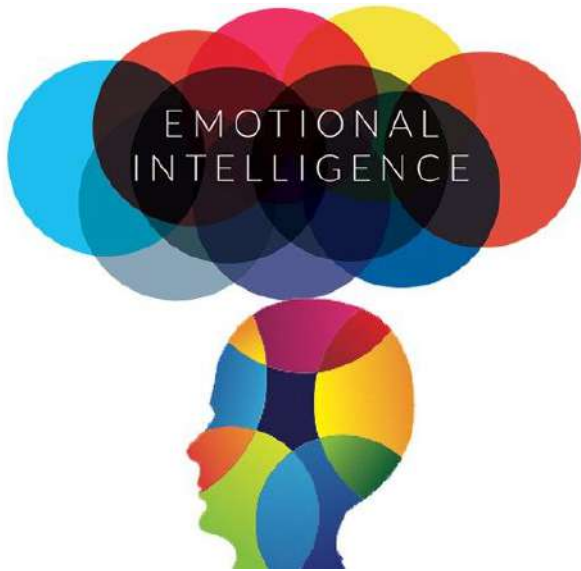
- ❖ The Grand Prix serves as a catalyst for infrastructure improvements.
- ❖ Upgrades to roads, public spaces, and facilities are undertaken to accommodate the influx of visitors.
- ❖ Enhancements contribute to the overall urban landscape, leaving a lasting legacy for future events.

Global Recognition :

- ❖ The event positions Las Vegas as a hub for major international sporting events.
- ❖ The global recognition of the Grand Prix enriches the city's experience for residents and visitors.
- ❖ Las Vegas is portrayed as a dynamic and thriving economic powerhouse on the global stage.
- ❖ In conclusion, the Las Vegas Grand Prix has become a pivotal economic driver for the city, impacting tourism, employment, local businesses, and infrastructure development. As a globally recognized sporting event, the Grand Prix not only enriches the Las Vegas experience for residents and visitors alike but also positions the city as a dynamic and thriving economic powerhouse.

Yashas Rao
2nd B.com A&F

Emotional Intelligence: The Hidden Code of Business Leadership



1. Steve Jobs and the Power of Emotional Connection:

- Jobs' ability to resonate emotionally fueled Apple's innovation.
- Recognizing and valuing emotional experiences fostered a culture of creativity.

2. Satya Nadella's Empathetic Leadership at Microsoft:

- Nadella's empathetic approach transformed Microsoft's corporate culture.
- Emphasis on collaboration and a growth mindset led to resurgence.

3. The Strategic Imperative for Business Students:

- Emotional intelligence is not a soft skill but a strategic necessity.

- Leaders who understand emotional dynamics adapt swiftly, fostering resilience.

4. Lesson from Real-world Leaders:

- Jobs and Nadella exemplify how emotional intelligence elevates leadership.
- Nuanced understanding positions leaders to navigate corporate complexities.

5. Cultivating Emotional Intelligence for Future Leaders:

- Future business leaders must deliberately cultivate emotional intelligence.
- Ongoing pursuit prepares leaders to navigate corporate challenges with finesse.

In essence, these points underscore the transformative role of emotional intelligence in shaping effective business leadership, drawing inspiration from real-world leaders who mastered the art of connecting on a deeper, emotional level.

Pradeep R
II B.Com (A&F) "I"

Impact of Advertising on Sales

Introduction :

- Advertising plays a crucial role in impacting sales by influencing consumer behaviour and purchase decisions.

Awareness Creation :

- Advertising introduces products or services to potential consumers, creating awareness and familiarity.
- Exposure through various media channels broadens the audience and increases the likelihood of consideration.

Highlighting Unique Features :

- Cleverly crafted messages and visuals in advertisements differentiate products from competitors.
- Effective advertising communicates not only product attributes but also taps into consumer emotions, establishing a connection.

Consistency and Frequency :

- Repetitive advertising reinforces brand messages, enhancing brand recall among consumers.
- Psychological imprinting through consistent advertising increases the chances of consumers choosing a familiar brand when making purchases.

Digital Age Impact :

- Targeted advertising in the digital era tailors messages to specific demographics, ensuring relevance.
- Personalized advertising, based on data analytics, speaks directly to the needs and preferences of potential consumers.



Time-Dependent Impact :

- The impact of advertising on sales may not be immediate, requiring time for consumer responses.
- External factors like economic conditions, competitor actions, and societal trends can independently influence sales.

Conclusion :

- Advertising is a potent catalyst for sales, creating awareness, influencing perceptions, and fostering consumer connections.
- A well-executed advertising campaign significantly contributes to a brand's success, ensuring long-term market presence.
- Understanding the nuance relationship between advertising and sales is essential for businesses navigating a competitive marketplace.

G Vishal
2nd Bcom A&F

The Ever-Evolving Landscape of Business Technology

In the dynamic realm of business, technology is a driving force that continually shapes and transforms the way organizations operate, innovate, and compete. As we navigate the early years of the 21st century, several groundbreaking technologies are leaving an indelible mark on the business world.

● Artificial Intelligence (AI)

- One of the most transformative technologies is artificial intelligence (AI).
- Machine learning algorithms enable computers to analyze vast amounts of data, identify patterns, and make predictions, revolutionizing decision-making processes.
- In business, AI is streamlining operations, enhancing customer experiences, and optimizing supply chain management.
- From chatbots providing instant customer support to predictive analytics guiding strategic planning, AI is a game-changer that empowers organizations to make more informed and efficient decisions.

● Blockchain technology:

- Blockchain technology is another innovation disrupting traditional business models.
- Originally developed to support cryptocurrencies like Bitcoin, blockchain's decentralized and secure nature is now being leveraged across various industries.

- In business, blockchain ensures transparent and tamper-resistant record-keeping, reducing the risk of fraud and improving accountability.
- Supply chain management benefits from blockchain's ability to trace and authenticate products, fostering trust and transparency in global trade.

● Cloud computing :

- Cloud computing continues to be a cornerstone of technological advancement in the business world.
- Offering scalable and flexible solutions, cloud platforms empower organizations to store and access data, run applications, and collaborate remotely.
- This technology fosters agility, enabling businesses to adapt quickly to changing market demands and scale operations without significant infrastructure investments.

In conclusion, the business world is witnessing a rapid and transformative evolution driven by emerging technologies. From AI and blockchain to IoT and cloud computing, these innovations are reshaping the way organizations operate, collaborate, and compete. Embracing these technologies is not just a choice; it's a necessity for businesses aiming to thrive in the ever-changing landscape of the 21st century.

Nanditha M N
2nd BCOM 'H'

The National Education Policy



The National Education Policy 2020 is a policy document that outlines the vision of India's new education system. The policy aims to provide an inclusive, participatory, and holistic approach to education, which takes into consideration field experiences, empirical research, stakeholder feedback, as well as lessons learned from best practices¹. The policy covers elementary and university education in urban as well as rural India¹. It focuses on making learning more inclusive, flexible, focused on 21st-century skills, and enjoyable for students of all ages². The policy aims to transform teaching methodologies, school curricula, vocational training, student assessments, and education administration². The policy also aims to provide quality education to all students, irrespective of their place of residence, with particular focus on historically marginalized, disadvantaged, and underrepresented groups¹. The policy is aligned with the global education development agenda reflected in the Goal 4 (SDG4) of the 2030 Agenda for Sustainable Development, adopted by India in 2015¹

Safiya Siddiqua
1st B.Com section 'F'

Glaciers are melting hearts are frozen



Human activities are the root cause for the phenomenon. Specifically, since the industrial revolution, Carbon dioxide & other gases Emission have! raised temperatures. Even higher in the poles as a result glaciers are rapidly melting. calving off land. retreating into the sea and retreating on land.

According to the WMO's report it shows that the world's reference glaciers for which long. term observations Exist. There is an average thickness loss of more than 1.3 meters between October. 2021 and October 2022, a loss much Larger than the average over the last decade.

Effects

The Pacific Island state Tuvalu Half of Tuvalu's 10000 residents live within 3 metres of today's sea-level -Many Islanders think they ma soon need to migrate Elsewhere. 300000 people of Maldives became this climate change refugees.

Measures to Control To prevent this melt & restore the glaciers

We should use alternative Energy sources invest in Energy Efficient appliances, support infrastructure development, decrease our Individual carbon footprints, building underwater walls. plant more trees, recycle and increase our Energy Efficiency.

Abhishek Das
1st B.Com Section "F"

The Rat Race

“Strive hard and clear your boards with flying colors”, they said, “life is set”. “Get a graduation certificate”, they said, “life is set”. “Get a job and Get married!”, they said, “everything will be on track”. “Hum Do, Hamare Do”, they said, “everything will be sorted”.

As Phunsukh Wangdu rightly once asked, “Apne Zindagi Ke Kuch Saal Rewind Karke Dekhiye”.

You, me, and everyone here somewhere knows that this so-called “RAT RACE” is inevitable. You need to be that sprinter, whether you like it or not. Everyone needs a big house, a posh car, a long vacation, that luxury watch, and the long list. To cross all these things off your Wishlist, you need money and for every pound you earn, you need to give a penny of yours and that's your TIME. We live in a society where there are set benchmarks for everything and when you fail to cross it or either reach it, you are thought to be lacking somewhere. All of us participate in this race either due to our fear or for our greed.

One cannot think of avoiding this race because, at the end of the day, you need to pay those outstanding bills, those EMIs, and those never-ending other expenses. This makes most of us settle for a 9-5 job. “First the fear of being without money motivates us to work hard and then once we get that paycheck, greed or desire starts us thinking about all the wonderful



things money can buy. The pattern is then set”, Robert T Kiyosaki.

So now that we know this to be a part of most of our lives, what can be done? Well, then be that biggest, fastest, and the smartest rat. There is a bigger piece of cheese waiting for you. Our mind is a beautiful instrument which when free from the burden of survival can sprinkle the magic of exploration. We must also

not forget the other side of our lives. Life is not all about waiting for that weekend. Who said you can enjoy it only on Sundays? Bring out that hidden hobby of yours, that geek who loves those engaging mystery books, that foodie who never settles, that passionate nature lover, that adventurous spirit. LIFE IS ALL ABOUT BALANCING BETWEEN THAT MATERIALISTIC NEED AND THAT SOUL-ENRICHING TIME. Both are equally important. If you leave the rat race, you will be left to race rats.

So, get up, finish that ever-clinging job and those buzzing meetings. Once done, spend time on that incomplete painting, take out time for that long pending vacation with family and meet up with that long-lost friend because “Babumushoi, Zindagi Badi Honi Chahiye ... Lambi Nahin”

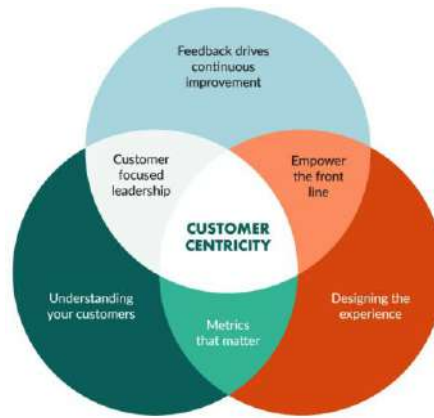
Deepal M Kapasi

3 Bcom G

Consumer Centric E-commerce Business Models in India

1. Marketplace Model:

- ❖ Platforms like Flipkart and Amazon connect buyers with various sellers.
- ❖ Offers a wide product range and fosters healthy competition among sellers.
- ❖ Results in better prices and quality due to competitive dynamics.



5. Social Commerce:

- ❖ Utilizes platforms like Instagram and Facebook for direct selling.
- ❖ Leverages influencers and user-generated content for a personalized shopping experience.
- ❖ Capitalizes on the social nature of online interactions.

2. Subscription-Based Models:

- ❖ Notable in sectors like entertainment and groceries.
- ❖ Platforms like Netflix and BigBasket provide subscription services.
- ❖ Ensures a steady revenue stream and offers consumers exclusive content or discounts.

6. Hyper-Local Model:

- ❖ Addresses the preference for neighborhood stores in the Indian market.
- ❖ Platforms like Dunzo and Swiggy integrate local vendors for quick deliveries.
- ❖ Provides the convenience of accessing nearby stores.

3. Cashback and Loyalty Programs:

- ❖ Integral to platforms like Paytm and MobiKwik.
- ❖ Incentivizes repeat business through cashback on transactions.
- ❖ Builds brand loyalty, crucial in the competitive Indian market.

7. Consumer-Centric Approach:

- ❖ Emphasizes personalization, convenience, and responsiveness.
- ❖ Aligns with the preferences and needs of consumers for success.
- ❖ Crucial for thriving in the competitive Indian e-commerce market.

4. Direct-to-Consumer (DTC) Model:

- ❖ Adopted by brands like Mamaearth and Boat.
- ❖ Bypasses traditional retail channels, establishing a direct relationship with consumers.
- ❖ Allows companies to understand preferences and feedback more intimately.

8. Conclusion:

- ❖ Success in Indian e-commerce depends on aligning with consumer preferences.
- ❖ Adoption of consumer-centric models shapes the future of online commerce in the country.

Yamini K
II B.Com (A&F) "T"

Navigating Tax Terrain : The Serious Business of Planning vs. Evasion

1. Tax Planning: Strategic Financial Navigation :

- Involves navigating within existing tax laws.
- Strategically organizes financial affairs to optimize benefits.
- Leverages deductions, credits, and incentives to reduce tax liabilities.
- Essential for informed financial decisions within legal compliance.

2. Life Events and Tax Planning:

- Anticipates life's financial twists, such as starting a business or preparing for retirement.
- Ensures financial decisions align with legal guidelines.
- Promotes transparency and ethical financial management.

3. Tax Evasion: Crossing Legal Boundaries:

- Involves deliberately falsifying financial information or hiding assets.
- Undermines the integrity of the tax system and imposes financial burdens on society.

- Takes various forms, from underreporting income to complex schemes.

4. Legal Consequences of Tax Evasion:

- Serious offense with severe legal consequences.
- Includes fines, penalties, and potential imprisonment.
- Governments worldwide actively combat tax evasion for system fairness.

5. Choosing the Right Path:

- Paramount for individuals and businesses navigating taxation.
- Legal tax planning is responsible and ethical, aligning with existing laws.
- Tax evasion poses significant legal and societal risks.

6. Guidance from Tax Professionals:

- Seeking advice from tax professionals is crucial.
- Maintaining transparency in financial dealings is a key practice.
- Ensures compliance and ethical financial management.



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"Evolution of Commerce and Management Strategies on YouTube: Trends, Innovations & Future Prospects"

"Evolution of Commerce and Management Strategies on YouTube: Trends, Innovations, and Future Prospects"

1. Short-form Video Rise : Platforms like YouTube Shorts have gained popularity. Creators are exploring short-form content, and businesses are adapting their marketing strategies to engage audiences in brief, attention-grabbing videos.

2. Livestreaming Growth : Livestreaming on YouTube has seen increased adoption. This format allows for real-time interaction with the audience, and creators often leverage it for product launches, Q&A sessions, and other engaging events.

3. E-commerce Integration : Some creators and businesses have been integrating e-commerce directly into their YouTube channels. This can involve promoting and selling products, merchandise, or exclusive content directly through the platform.

4. YouTube Premium Subscriptions : With YouTube Premium, viewers can pay a subscription fee for an ad-free experience and access to exclusive content. Creators receive a share of the revenue generated from Premium subscriptions, providing an alternative income stream.

5. Algorithm Changes : YouTube's algorithm regularly evolves, impacting content discoverability. Creators need to stay informed about these changes to optimize their content strategy for better visibility and audience reach.



6. Expanded Monetization Options : YouTube continues to introduce new monetization features. For example, Super Chat and Super Stickers during livestreams allow viewers to purchase and send messages, providing creators with additional revenue.

7. Community Tab Enhancements : YouTube's Community Tab has been enhanced to facilitate better interaction between creators and their audience. This feature enables creators to share updates, polls, and other content directly with their subscribers.

8. Increased Focus on Creator Tools : YouTube has been investing in tools and resources for creators. This includes features like YouTube Studio, which provides analytics, editing tools, and other resources to help creators manage their channels more effectively.

9. Short-Form Educational Content : There is a rise in short-form educational content, with creators delivering quick tutorials, tips, and insights. This format caters to viewers with shorter attention spans and aligns with the demand for easily consumable information.



10. Niche Content and Micro-Influencers :

YouTube has seen the growth of niche communities. Micro-influencers, who focus on specific topics or industries, are gaining traction. Advertisers and brands are recognizing the value of targeted audiences, leading to more partnerships with creators in niche markets.

11. Virtual Events and Conferences : With the global shift towards virtual experiences,

creators and businesses on YouTube are hosting virtual events and conferences. This includes product launches, workshops, and industry conferences, providing new opportunities for engagement and monetization.

12. Increased Emphasis on Accessibility :

Creators are paying more attention to making their content accessible to a wider audience. This includes providing captions, subtitles, and alternative text to accommodate viewers with varying abilities and preferences. It's important to note that the landscape of online content creation is dynamic, and new trends may continue to emerge. Staying informed about the latest updates, user behaviours, and industry shifts is key for creators and businesses looking to effectively navigate the YouTube platform for commerce and management.

Nishanth. S
II B.Com "H"

FACULTY CORNER

Key Factors of Mental well-being

Mental well-being is a vital aspect of overall health and encompasses the emotional, psychological, and social aspects of a person's life. It involves how individuals think, feel, and act as they cope with life's challenges, interact with others, and make decisions. Mental well-being is not just the absence of mental illness, but also includes the presence of positive characteristics such as resilience, optimism, and a sense of purpose. There are several key factors that contribute to mental well-being:

1. **Emotional Resilience:** This is the ability to cope with challenges, adversity, and stress. Building emotional resilience involves developing healthy coping mechanisms, seeking social support, and maintaining a positive outlook.
2. **Self-Awareness:** Understanding one's own emotions, thoughts, and behaviors is essential for mental well-being. Self-awareness allows individuals to recognize their strengths and weaknesses, and to make positive changes in their lives.
3. **Social Connections:** Maintaining healthy relationships and social connections is crucial for mental well-being. Strong social support networks can provide comfort, advice, and a sense of belonging.
4. **Physical Well-being:** Physical health and mental well-being are closely linked. Regular exercise, proper nutrition, and adequate sleep can all positively impact mental well-being.
5. **Meaningful Activities:** Engaging in activities that bring a sense of purpose and fulfillment can improve mental well-being. This could include hobbies, volunteering, or pursuing personal goals.
6. **Stress Management:** Developing effective strategies for managing stress is important for maintaining good mental health. This might involve practicing mindfulness, relaxation

techniques, or seeking professional support when needed.

7. **Work-life Balance:** Finding a healthy balance between work, personal life, and leisure activities is essential for mental well-being. Overworking and chronic stress can negatively impact mental health. Supporting mental well-being requires a multi-faceted approach that addresses individual, societal, and environmental factors. Here are some practical strategies for promoting mental well-being:
1. **Education and Awareness:** Increasing public understanding of mental health issues can help reduce stigma and encourage people to seek help when needed.
2. **Access to Mental Health Services:** Ensuring that mental health services are readily available and affordable can help individuals access the support they need.
3. **Supportive Communities:** Building communities that are inclusive, supportive, and non-judgmental can provide a sense of belonging and reduce the risk of social isolation.
4. **Workplace Initiatives:** Employers can promote mental well-being by implementing policies that support work-life balance, offering employee assistance programs, and fostering a supportive work environment.
5. **Early Intervention:** Identifying mental health issues early and providing appropriate interventions can prevent worsening symptoms and improve long-term outcomes.
6. **Peer Support:** Peer support groups and networks can provide a safe space for individuals to share experiences, offer empathy, and learn from others who have similar struggles.
7. **Holistic Approaches:** Recognizing the interconnectedness of mental, emotional, and physical health can guide the development of holistic interventions that address the whole person.
8. **Self-Care and Personal Responsibility:**



Encouraging individuals to take an active role in their own mental well-being through self-care practices and responsible decision-making. Mental well-being is an ongoing process that requires attention and effort. It's important for individuals to be proactive in taking care of their mental health and seeking support when needed. By cultivating resilience, nurturing supportive relationships, and making healthy lifestyle choices, individuals can enhance their mental well-being and enjoy a higher quality of life.

Krithika Raj
Assistant Professor

Modern Commerce and Management and Need for Education

"Commerce changes the fate and genius of nations"
- Thomas Gray

The field of commerce and management is vast and ever-evolving. New technologies and globalization have greatly impacted the way businesses operate and compete in today's market. With the rise of e-commerce, companies now have the opportunity to reach customers worldwide, creating new opportunities for growth and expansion. Additionally, the constant development of management theories and practices allows businesses to adapt and stay ahead in an ever-changing business environment.

The importance of commerce and management education cannot be overstated. With the rapid changes in the business landscape, it is crucial for aspiring professionals to have a strong foundation in commerce and management principles. This education equips individuals

with the necessary skills and knowledge to navigate complex business scenarios and make informed decisions. Furthermore, it helps individuals develop critical thinking, problem-solving, and leadership abilities, which are essential for success in the competitive business world. Ultimately, commerce and management education prepares individuals to be adaptable and versatile professionals capable of driving innovation and driving organizational success.

Dr. Sujatha A M
Assistant Professor

Recent developments in Digital Currencies

There have been several notable developments in the world of digital currencies. One of the most prominent subjects is the fluctuation in the value of major cryptocurrencies like Bitcoin, Ethereum, and others. For instance, the price of Bitcoin has experienced both significant highs and lows, sparking intense debates and interest in the financial world. Additionally, the widespread acceptance of cryptocurrencies as a legitimate form of payment by major companies such as Tesla and PayPal has continued to generate headlines.

Furthermore, there are ongoing discussions surrounding the potential implementation of central bank digital currencies (CBDCs) by various countries. China has been at the forefront of CBDC development, with the digital yuan undergoing pilot programs and testing in different regions of the country. Meanwhile, other nations such as the United States, the European Union, and the United Kingdom have signaled their interest in



exploring the creation of their own digital currencies.

Regulatory developments have also been a hot topic, with governments around the world expressing concerns about the use of digital currencies for illicit activities and the need to establish clear frameworks for their regulation. This has led to debates about the future of cryptocurrencies and the extent to which they should be subject to government oversight.

Moreover, the rise of non-fungible tokens (NFTs) has captured the attention of the digital currency community and the wider public. These unique digital assets have been making waves in the art, entertainment, and gaming industries, with collectors and creators alike delving into the world of NFTs.

Overall, the recent news about digital currencies reflects their growing presence in the global financial landscape, as well as the evolving discussions about their potential impact on traditional monetary systems and investment markets.

Shruthi C

Assistant Professor

Building More Inclusive Systems for International Cooperation:

Intersecting global crises and tensions between nations are stressing the UN and the wider multilateral system to a breaking point. At the start of Russia's invasion of Ukraine, Martin Kimani, Kenya's Permanent Representative to the United Nations, warned that multilateralism was on its deathbed. The Secretary-General of the UN cautioned that geopolitical divides are 'undermining all forms of international cooperation' and emphasized that 'we cannot go on like this'.

The series of midpoint check-ins that our 2030 goals are each important in their own right. Together they represent a test of our credibility and the opportunity to ensure that when the next global crisis hits, and we are better prepared to respond.

Beyond United Nations, India plans to use its G20 presidency to more focus on multilateral reforms and even Japan has similar plans for its G7 presidency. We should also expect to see more and more serious efforts to make the multilateral system more inclusive and responsive to 21st century challenges including across the UN Security Council, World Bank & IMF.

As humanitarian, health and climate crises rage on, the world's leaders will need to choose solidarity and step up for people in unprecedented ways before the clock runs out.

Harish G

Assistant Professor

Leadership Lessons From Mahabharata With Special Reference To Bheeshma Neethi

In this contemporary world, leadership plays a very significant role in the success of the organizations, in order to improve the leadership skills Bheeshma Neethi plays a very vital role for all the age groups, more to Gen Z. Leadership qualities provided by Bhishma Pitamah the son of Kuru King Shantanu and goddess Ganga, gives some profoundly important lessons in his Bheeshma Neethi given to Yudhishtira after the war. Shri Krishna told Yudhishtira to attain timeless knowledge and Gyana from Bhishma. Because He knows past, present, future and Bhishma



himself stands as a role model for a great leader with exceptional skills. This serve as a reference for a the qualities that good leaders should hold in order to be successful. In this context an attempt was made to Understand the Leadership Lessons of Beeshma Pithamah from Mahabharatha We see a leadership with directing, delegating and controlling which was later realized that transcends beyond direction and control. Leaders are an inevitable part of any business organizations and the role of leadership cannot be discredited in the success of achieving the goal of the organization. Leader is a person whom we look up for problem solving and to provide action plan to follow. It is not possible to reach our destination without the roadmap and tool kit. On our way, we would also stumble upon many times; we might lose all our motivation to move forward. That is where we need a mentor to guide if the destination feels impossible to reach and that is leadership and in this way it is important .

● Leadership qualities

Firm resolution and certitude: A leader should have a firm resolution that is whatever I have decided to do, I shall do it at any cost. And a strong certitude to have a strong will force, under any pressure not shifting away from the work he had decided to do, extreme bravery, and to keep faith towards Dharma. Bhishma concluded that a leader should be an embodiment of Dharma (Principles), Wealth (Growth) and Purpose to. Thus, Bhishma concluded that a leader should be an embodiment of Dharma (Principles), Wealth (Growth) and Purpose

Stay away from people who possess these qualities :

- ❖ **Aggressiveness :** As they can turn anything negative and heat up a

peaceful environment. There can never be peace around anyone who is aggressive.

- ❖ **Lazines :** This is a sign of negativity and such people cannot be relied upon. They not only decline helping others, they even cannot help themselves most of the time.
- ❖ **Non believers :** Such people only think about themselves as they believe that nothing more exists which is bigger than them.
- ❖ **Odiousness and Viciousness:** These people usually are hateful and jealous. They are clever to the extent that they only want to achieve gain for themselves by manipulating others. Such people only spread negativity and hatred.

Less attachment : Change is a constant in life, not only things but people change as well. In the journey of life, people will come and they will leave as they are destined to. Hence, one must not get too attached to anyone. Without leadership there can be no strategic thrust, change and improvement'. Ultimately, The degree to which an organisation can succeed or fail is dependent on its leaders 'actions and behaviours.'

Life should be embraced always: A life has innumerable stages and one must accept all those stages happily in order to stay calm and peaceful and also to survive and stay positive. In happiness or sorrow, in times of birth or death, in illness or good health, one must be willing to accept heartily all that the life has to offer.

People watch the leader : doing what you say and saying what you do is very critical in



establishing a consistent management style which will spread throughout the organization

Be compassionate : One of the biggest forms of dharmas is being compassionate about life, humans, emotions, sufferers and all living beings. One should always try to help them and save them from any kind of trouble.

Empowerment of women : Last but not least, one of the most crucial managerial lessons the Mahabharata should have learnt is the need of women's empowerment.. Many businesses have mandated that all roles have a minimum of 50% female staff. The Mahabharata long ago taught the same thing.

Kavitha G.
Assistant Professor

No matter what type of smart IoT application we use, most of us will agree that the information and convenience we get as a result that has saved time, money, and a lot of worry.

IoT helps us work smarter, live smarter, and gain complete control over our lives and it's also supporting our wellbeing behind the scenes.

Ramya C
Assistant Professor

IOT in our day to day life

We use internet to complete all kinds of tasks, such as paying bills, sending messages and online shopping. As the internet becomes more accessible around the world, people are finding new ways to incorporate this technology into everyday life. All of these everyday objects that connect to the internet are known as Internet of things(IOT).

The term IoT refers to things that “we use every day that connect to the internet, allowing us to either control or receive data about that “thing” from our smartphone or computer.

Examples of how we use Internet of Things in our everyday lives include:

Smart appliances (stoves, refrigerators, washers and dryers, coffee machines, slow cookers)

Smart security systems, smart locks, and smart doorbells, Smart home hubs (that control lighting, home heating and cooling, etc.).



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