



SESHADRIPURAM INSTITUTE OF COMMERCE AND MANAGEMENT

COMMERCE CHRONICLE



Department of Commerce and Management

Bi - Annual
NEWSLETTER

About The Department

In Seshadripuram Institute of Commerce and Management Department of Commerce & Management was established in 2005, offering B. Com & B.B.A. It commenced its journey with a mere strength of 100 students; the institution now caters to 1040 students. The department of Commerce & Management strives hard to imbibe the knowledge through real time live experience, conferences, certificate programmes, faculty development programmes, seminars, guest lectures to enhance the knowledge of students and faculties to keep them updated.

The Department also organises industrial visits, educational tours to bridge the gap between college & industry through practical exposure.

Editorial members

Prof. Vidya Shivannavar
Principal

Assoc. Prof. G. Punitha
HOD, Dept. of Commerce & Management

Asst. Prof. Shilpashree M. C.
Dept. of Commerce & Management

Career Guidance on Professional Courses



Date: 28 January 2025

Organizing Body : Seshadripuram Institute of Commerce and Management and Seshadripuram Composite Pre-University College

Speaker : Prof Alok Chakrabarti
Operational Head, JK Shah Classes
Karnataka

Description : Seshadripuram Institute of Commerce and Management and Seshadripuram Composite PU College jointly organised Career Guidance on Professional Courses for 2nd year pre-university students of SCPUC and the Resource Person for the event was Prof Alok Chakrabarti Operational Head, JK Shah Classes Karnataka.

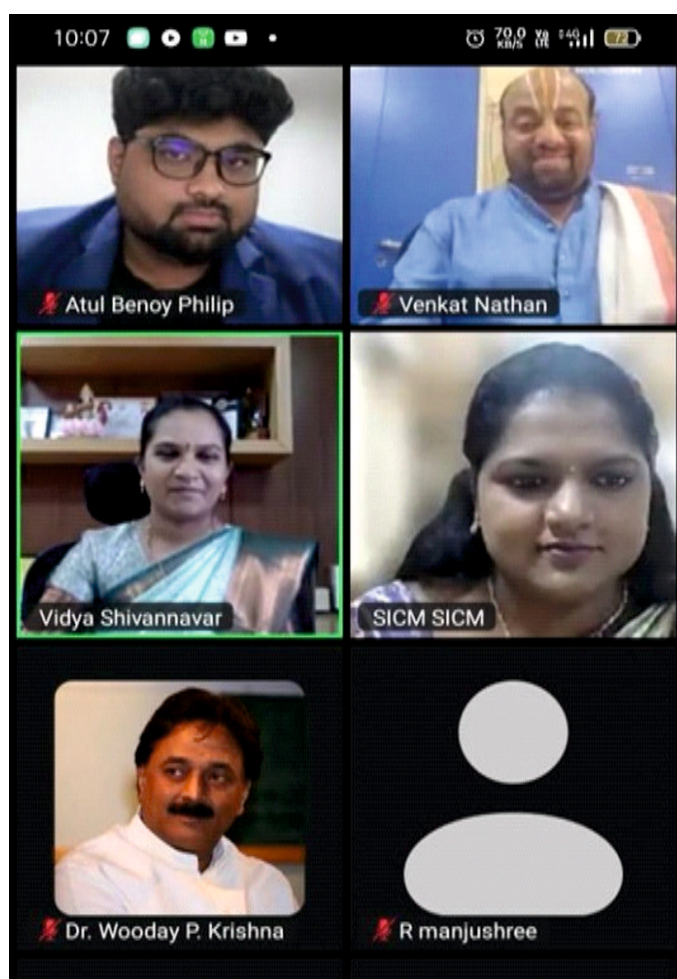
Two Days Virtual Multi-disciplinary National Conference 2024-25 Erudite 2025

Date: 28 February 2025

Chief Guest: Dr. K E Srivenkatanathan Asst Prof. Dept of Nyaya & Vaisheshika ,
Karnataka Samkrit University.

Guests of Honour: Mr. Atul Philip, Chief Consultant & Founder BUCKLE Consult, an AI & Tech Consultancy

Description : SICM has organised TWO DAYS VIRTUAL MULTI-DISCIPLINARY NATIONAL CONFERENCE 2024-25 ERUDITE 2025, With the rapid advancement in technology and globalization, a Multi-Disciplinary research has become the need of the hour. The theme of this multi-disciplinary conference aims to bring Commerce, Management, Languages & Literature, Library & Information Science, Computer Application and Sports research ideas synchronically on an individual platform. Conference features keynote lectures by experts, Paper Presentation by Research Scholars, academicians and student community.



Entrepreneurship Day



Date: 09 April 2025

Organizing Body: Lakshya – Commerce and management forum

Description: Lakshya organized Entrepreneurship Day for the academic year 2024-25 in view of giving practical exposure to the students about Management, marketing sales and so on and it also aims to promote awareness about the vital role of entrepreneurship among the students.

Samsrushti 2025 Inter Collegiate Cultural Management E-Sports Sports and Literature



Date : 26 May 2025

Organizing Body : Purvi, Lakshya, Sports and Bhashasangama

Description : SICM had organized Samsrushti 2025 - Inter Collegiate Cultural, Management, E-sports, Sports and Literary events on 28.04.2025 and 29.04.2025.

Many events were organized in various disciplines. There was a good response from all the students.

Expert Talk on Security Analysis and Portfolio Management

Date: 20 May 2025

Organizing Body: Commerce and Management

Chief Guest: Dr. Rajeshwari K Associate professor Nagarjuna Degree College

Description: Commerce and Management department of SICM had organised Expert talk on Security Analysis and Portfolio Management with the objective of helping students understand the key parameters of semester examinations. The session focused on outlining the expected course blueprint, providing guidance on effective preparation strategies and offering valuable tips on time management and other essential responsibilities during examinations.



Expert Talk on Investment Management

Date : 21 May 2025

Organizing Body : Commerce and Management

Speaker : Asst Prof SANA BEGUM St Joseph University



Description : Commerce and Management department of SICM had organised Expert talk on Investment Management with the objective of helping students understand the key parameters of semester examinations. The session focused on outlining the expected course blueprint, providing guidance on effective preparation strategies and offering valuable tips on time management and other essential responsibilities during examinations.

Expert talk on Advanced Financial Accounting



Date: 19 May 2025

Organizing Body: Department of Commerce and Management in association with IQAC

Speaker: Prof. Prabhakar.G, Associate Professor in AIIMS Institutes

Description: Department of Commerce and Management with an IQAC initiative

had organised an expert talk on subject Advanced Financial Accounting for II semester B.com (SEP) students in conference hall in the college. The resource person was Prof. Prabhakar.G, Associate Professor in AIIMS Institutes. The session

focused on outlining the expected course blueprint, providing guidance on effective preparation strategies and offering valuable tips on time management and other essential responsibilities during examinations.

ARTICLE CORNER

INDIA-PAKISTAN CONFLICT OF 2025 : A BRIEF BUT INTENSE MILITARY STANDOFF

Date : May 7 – 10 – 2025

Location : Kashmir region, India-Pakistan border Key Operations: Operation Sindoor (India), Operation Bunyan-un-Marsoos (Pakistan)

Introduction : In May 2025, India and Pakistan - two nuclear-armed neighbours with a long history of conflict - were once again drawn into a brief but dangerous military standoff. The violence was sparked by a terrorist attack in Indian-administered Kashmir and escalated rapidly into a cross-border exchange of missile, drone, and artillery strikes before international diplomacy succeeded in securing a ceasefire.

Trigger : The Pahalgam Terror Attack

On April 22, 2025, a devastating terrorist ambush took place in Pahalgam, a popular tourist destination in Kashmir. The attack claimed the lives of 26 civilians, most of whom were domestic tourists. India swiftly blamed the attack on Pakistan-based extremist groups such as Lashkar-e-Taiba and Jaish-e-Mohammed, both of which have a long record of operating in the region. Pakistan denied involvement.

The attack reignited tensions between the two nations, setting the stage for military retaliation.

India's Response: Operation Sindoor

In response to the Pahalgam attack, the Indian military launched Operation. Sindoor on May 7, 2025. The operation consisted of precision missile strikes targeting what India described as terrorist training camps located in Pakistani Punjab and Pakistan-administered Kashmir. India claimed the operation was a success, eliminating over 100 militants and damaging no civilian or military infrastructure.

Indian media portrayed the strikes as a bold and measured action aimed at dismantling terrorist infrastructure without escalating the conflict further.

Pakistan's Retaliation: Operation Bunyan-un-Marsoos

Just three days later, on May 10, 2025, Pakistan launched Operation Bunyan-un-Marsoos in retaliation. The operation involved a coordinated series of drone attacks, missile launches, and artillery shelling aimed at Indian military installations across Jammu and Kashmir.

According to Pakistani officials, the strikes were intended to demonstrate Pakistan's resolve and military preparedness. Pakistan also claimed to have avoided civilian targets, though India reported damage to military bases and surrounding areas.

The Role of International Mediation

As tensions rose and fears of a full-scale war mounted, the United States stepped in to mediate. Vice President JD Vance and Secretary of State Marco Rubio played a leading role in facilitating communications between New Delhi and Islamabad.

On May 10–11, both nations agreed to a ceasefire, which was formally enacted at 5:00 PM IST on May 10. The agreement marked the end of four days of intense hostilities, though concerns remained about further violations.

Aftermath and Ceasefire Violations

Despite the ceasefire, both sides accused each other of violating the agreement in the days that followed. Reports surfaced of continued shelling and drone activity in sensitive border areas such as Poonch, Kupwara, and near Srinagar.

In the days following the conflict, state-controlled media in both countries claimed strategic victories. Indian commentators praised the swift execution of Operation Sindoor, while Pakistani media emphasized the effectiveness of its retaliatory strikes and defense posture.

International analysts, however, noted that both nations suffered losses, and neither emerged with a clear advantage. The conflict highlighted the fragility of peace in the region and the ease with which violence can escalate.

Significance of the 2025 Conflict

The 2025 military standoff is considered one of the most serious escalations between India and Pakistan since the Kargil War of 1999 and the 2019 Pulwama-Balakot episode. It marked a shift in warfare, with advanced drone technology and precision missile systems playing a central role.

More importantly, the conflict underscored the importance of international diplomacy in preventing two nuclear powers from sliding into full-scale war. While the ceasefire has held for now, the root causes—terrorism, disputed borders, and deep mistrust—remain unresolved.

Eashwar K. S.

III B.Com. 'B'

SHARK TANK INDIA : INSPIRING A NEW GENERATION OF ENTREPRENEURS

In recent years, Shark Tank India has become more than just a business reality show — it's now playing a major role in inspiring students, homemakers, and aspiring entrepreneurs all over the country. As a student, watching the show feels like a practical extension of our textbooks. It introduces us to real-life business situations and helps simplify concepts like equity, profit margins, and scalability in a way we can actually understand.

Shark Tank India follows a simple yet powerful format wherein, entrepreneurs pitch their startups or business ideas to a panel of investors (called “sharks”) in hopes of getting funding and mentorship. What makes it different is its accessibility. Whether it's a college student with a small app, a woman running a home-based business, or a farmer with a tech solution, the platform is open to everyone.

Investors like **Aman Gupta (boAt)**, **Piyush Bansal (Lenskart)**, **Namita Thapar (Emcure)**, **Vineeta Singha (SUGAR Cosmetics)**, and **Anupam Mittal (Shaadi.com)** not only bring in capital but also years of experience. Their honest feedback, sharp questions, and occasional disagreements give viewers like us a clearer understanding of what it takes to survive in the business world.

As commerce students, we are constantly exposed to theories of business, accounting, marketing, and finance within our curriculum. However, Shark Tank India provides something our textbooks cannot — a glimpse into how these concepts are applied in the real world. Watching entrepreneurs pitch their ideas teaches us the importance of truly understanding customer needs, calculating gross margins and break-even points accurately, and focusing on unit economics rather than just sales numbers. Most importantly, it shows us how crucial it is to communicate a business idea clearly and confidently. These are lessons that go far beyond the classroom.

One of the most inspiring aspects of the show is how it offers hope and opportunity to small businesses. We've seen individuals who started with just ₹ 5000 investments walk away with deals worth lakhs or even crores. This proves that ideas matter more than background, and that with the right support and mindset, even a small idea can evolve into a successful venture. As students, many of us have aspirations to start our own businesses one day. Watching real people, some even not much older than us, stand in front of successful investors and defend their ideas pushes us to think more creatively and believe in our own potential. The show also highlights the importance of accepting feedback, and how constructive criticism can lead to growth.

Shark Tank India is more than just entertainment; it is education in a fresh and exciting form. It broadens our thinking, introduces us to different industries and startup models, and encourages us to step out of our comfort zones. For our generation, which is increasingly driven by innovation and ambition, the show is both a mirror reflecting what

is possible and a map showing us how to get there. In a world that often only celebrates success stories, Shark Tank India reminds us that bold beginnings are just as important. And for students like us, that's the perfect place to start.

A. K. Mythreyani

II B.Com. C

IMPACT OF DANCE ON MENTAL HEALTH AND EMOTIONAL WELL BEING

Dance. It is more than just movement. It is a form of expression, a way to show feelings without using words. People have been dancing for centuries in celebrations, rituals and even in their daily life . But do everyone know that dancing can also help our mind and emotions? Let's look at how dance can improve mental health and emotional well being in a simple way .

First of all , dance helps reduce stress . When we dance, our body moves to the rhythm , and this helps release happy hormones like endorphins. These hormones make us feel better and more relaxed. It's like how we feel happy after a walk or after laughing with friends. Dancing also helps us take a break from negative thoughts, especially when we are worried or sad.

Dance can also boost confidence. Learning new steps or just moving freely gives us a sense of achievement. When we dance in front of others or with a group , we start feeling proud of ourselves. It helps us believe in our own abilities. Even shy people find that dance helps them come out of their comfort zones and express themselves better.

Another good thing about dance is that it improves mood . People who feel lonely or depressed can feel better after dancing. It brings joy , even if just for a short while . Group dance activities also help people connect with others , make friends and feel less alone. Dancing together builds a sense of community and support.

Dance also helps us stay in the present moment. This is very important for mental health. While dancing we forget past worries or future fears . We focus only on music and movement. This is a form of mindfulness, which is know to help csln the mind.

In conclusion, dance is a simple yet powerful way to take care of our mental and emotional health . We don't have to be a proffesional. Just moving to music in our room , joining a dance class , or dancing with friends can make a big difference. So , whenever you feel low or stressed try dancing , it might just lift our spirits and being a smile to our face.

Sinchana P. L.

I B.Com. 'B'

SLEEPING DISORDERS IN STUDENTS' LIFE

Introduction :

Sleep is an integral part of human health and well-being, which is crucial for learning, practice, as well as physical and mental health.

Sleep disorders are conditions that affect the quality, amount, and timing of sleep you're able to get at night. It also results in daytime distress and impairment(the state of function being weakened or damaged) in functioning.

There are several different types of sleep-wake disorders, of which "insomnia" is the most common. There are also other sleep-wake disorders, such as obstructive sleep apnea and parasomnias etc.

Some of the causes/effects of sleeping disorders in students' lives are:

- **Academic Performance :**

Sleep deprivation, often a result of sleep disorders, is associated with lower grades, memory problems, etc.

- **Mental Health :**

Sleep disorders are linked to an increased risk of anxiety, depression, mood swings, stress, etc.

- **Cognitive Functions :**

Sleep is crucial for cognitive functions like attention, learning, decision-making, and solving problems.

- **Social Interactions :**

Sleep deprivation can lead to feeling grumpy (bad-tempered), anxious, or frustrated, which can negatively impact social relationships with peers and family.

- **Safety :**

Drowsiness caused by sleep disorders increases the risk of accidents, including car crashes and injuries.

Conclusion :

I would like to conclude that sleep disorders and insufficient sleep have a widespread and significant impact on students' lives. Addressing these issues through a multi-faceted(having many aspects to be considered) approach involving education, lifestyle, adjustments, and professional support is crucial for students to thrive(to grow or develop well) academically, maintain their well-being, and prepare for successful futures.

Yashomati C. N.

I B.Com 'B'

INVESTMENT ACCOUNTS

Investment accounts are specialized financial vehicles designed to help individuals save and grow their money over time by investing in various assets like stocks, bonds, mutual funds, and exchange-traded funds (ETFs). They differ significantly from regular savings accounts by offering potential for higher returns and often providing tax advantages.

Different types of investment accounts :

1. Brokerage Accounts (Taxable Accounts) ;
 - Flexibility : No restrictions on when you can withdraw money or how much you can contribute (unlike some retirement accounts).
 - Wide Investment Options : Offer access to almost any publicly traded investment.
2. Retirement Accounts;
 - Tax Benefits: Contributions may be tax-deductible in the year they are made, reducing your current taxable income. Earnings grow tax-deferred, meaning you don't pay taxes until you withdraw the money in retirement.
 - Withdrawals: Distributions are taxed as regular income in retirement. A 10% early withdrawal penalty usually applies if you withdraw funds before age 59½, with some exceptions.
3. Education Savings Accounts;
 - Qualified Expenses: Can be used for a wide range of education expenses, including tuition, fees, room and board, books, supplies, and even K-12 private school tuition.
 - Contribution Limits: No federal annual contribution limits, but states often have lifetime contribution limits (which can be quite high, e.g., up to \$550,000 in some states).
4. Health Savings Accounts (HSAs);
 - Portability : The account belongs to you, not your employer, and it stays with you even if you change jobs or retire.
 - Retirement Benefit: After age 65, you can withdraw funds for any purpose without penalty (though non-medical withdrawals will be taxed as ordinary income, similar to a Traditional IRA). This makes it a de-facto retirement account for many.
5. Custodial Accounts (UGMA/UTMA);
 - Flexibility: Funds can be used for various expenses that benefit the minor, not just education.

- **Taxation:** Income generated by the account is generally taxed at the child's tax rate up to a certain threshold (the "kiddie tax" rules apply to higher amounts of income).

How to Choose an Investment Account?

When deciding on an investment account, consider the following:

- **Your Financial Goals:** Are you saving for retirement, a down payment, your child's education, or something else?
- **Time Horizon:** When do you need the money? Long-term goals (retirement, education) benefit most from tax-advantaged accounts.
- **Risk Tolerance:** How comfortable are you with the possibility of losing money? This will influence the types of investments you choose within the account.
- **Tax Situation:** Do you want a tax deduction now (Traditional IRA, 401(k)), or tax-free withdrawals in the future (Roth IRA, Roth 401(k), 529 plan, HSA)?
- **Contribution Limits and Income Restrictions:** Some accounts have limits on how much you can contribute or eligibility based on your income.
- **Access to Funds:** Do you need easy access to your money, or are you comfortable with potential penalties for early withdrawals?

Understanding these various investment accounts is crucial for building a comprehensive financial plan and maximizing your wealth growth. It's often beneficial to utilize a combination of these accounts to achieve different financial objectives.

In conclusion, investment accounts are indispensable tools for long-term financial growth and achieving specific financial goals. However, it's crucial for investors to understand the associated risks, fees, and the knowledge required, and to align their investment choices with their personal financial situation, risk tolerance, and time horizon.

Chethana K. N.
III B. Com. 'B'

BENGALURU METROPOLITAN TRANSPORT CORPORATION



Subsequently in 1957, it became Bangalore Transport Service (BTS) and in 1961 was known as the BTS division of Mysore State Road Transport Corporation. Potential areas : Route Optimization and Scheduling: Analyzing existing bus routes and schedules to identify inefficiencies and suggest improvements for better service and reduced congestion. The Bangalore Metropolitan Transport Corporation (BMTc) could involve

various areas related to bus service operations, including route optimization, fleet management, financial planning, and public transportation system development. The BMTc, like many public transportation systems, faces challenges in areas like operational efficiency, financial sustainability, and technological integration, providing opportunities for articleship projects.

Specific projects could include developing a route optimization model: This could involve using Geographic Information Systems (GIS) and optimization algorithms to determine the most efficient bus routes based on passenger demand and travel time.

Evaluating the performance of electric buses: This could involve assessing the operational efficiency, energy consumption, and environmental impact of BMTc's electric bus fleet. Now a days government has improved bus conversation we can easily find out where the bus is how much time it will take to come technology has improved for example in very bus stand their is an LED board that shows where is bus and at what time it arrives.



Financial Sustainability: Assessing BMTc's financial performance, including revenue generation, expenditure patterns, and potential sources of funding for fleet expansion and infrastructure development. Intelligent Transport Systems (ITS): Investigating the implementation and effectiveness of ITS solutions like smart cards, real-time tracking, and mobile ticketing, and suggesting improvements for better user experience. Public Transportation System Development: Contributing to the planning and implementation of initiatives like electric bus operations, improved connectivity, and safety measures. Data Analysis and Reporting: Analyzing data collected from various sources (e.g., ticketing systems, GPS tracking) to generate insights for operational decision-making and performance evaluation.

Nanditha L.
II BDA

DEATH ON RAILWAY TRACKS : MOTORMEN SPEAK ABOUT TRAUMA DURING WORKSHOP

Mumbai : Motormen of Western suburban railway net-work were introduced to emotional and mental well-being sessions on Sunday.

NGO Project Mumbai, in the office of the Divisional Railway Manager, Western Railway, conducted a workshop on stress reduction for motormen, with 60 motormen participating in the first emotional well-being session titled 'Manaswin' on Sunday.

Motormen raised concerns on coping mechanisms to avoid drowsiness at work or maintaining sleep hygiene, dealing with trauma on witnessing deaths on tracks, feelings of guilt when they witness suicides, frustration due to last-minute leave cancellations.

Project Mumbai's CEO and founder Shishir Joshi said: "Mumbai region of WR has close to 600 motormen whose principal role is to drive the local trains, an stress-prone job being the face of ensuring timely movement every day."

About the trauma faced by motormen:

Witnessing Death : Motormen often have to deal with the aftermath of accidents, including removing bodies or dealing with the immediate aftermath of near-misses.

Psychological impact : The experience can lead to stress, trauma, and a sense of helplessness.

Social isolation : Co-workers with similar experiences can be a key source of support, highlighting the limited avenues for venting and support.

Fear and anxiety : Some motormen have reported skipping wearing uniforms due to fear of retaliation from the public following accidents.

Learned helplessness : The feeling that their problems are unsolvable can be a consequence of the trauma.

Sairam

III B.Com 'B'

SAVE WATER

Water is an urgent necessity of life in all the areas of work like household, agriculture, domestic, industry, etc. It is the nature's precious gift to us for the continuity of life on the earth. All the living things need more water for their survival as their body consists mostly of water. Human body is consists of two thirds of water. Water doesn't have any color, taste and shape however it provides all to us in our life.

Importance of clean water in our life

71% of the earth surface is covered with water. It is vital to all forms of life found on the earth. It is found below the ground, oceans, large water bodies and water reservoirs. Water is also available in many forms like vapor, clouds, precipitation, surface water, glaciers, polar ice caps, etc.

The life cycle of water runs all around on the earth continuously through evaporation, precipitation, runoff, rain, etc. Apart from this, we clean drinking water in many areas of the country. Water scarcity is the lack of access to the safe water. Slowly, it is being hard to manage the quality of water for the people who lack it. In some areas, lack of water is the daily problem. People have to suffer a lot scarcity of water. It takes a lot of efforts, cost and time to manage the access of water to all especially in the areas of water scarcity. It is a big issue to many countries worldwide. As we all know that around 2 or less percent water is fresh water on the earth and fit for human consumption. Most of the water is locked up in glaciers, snow, ice, and others are in the form of open source. The main source of fresh water is ground water because of the natural filtering system. The matter of fresh water availability raises the question about water scarcity as well as people's access to it at affordable price. The depth of ground water is increasing with the huge climate changes in the environment. Clean water insecurity at many places has increased due to the draught and natural disasters without season. In the coming decades the demand of clean water supply will increase because of population growth, need of agriculture and industry will expand, negative climate changes, etc. It's time to join our hands together and take effective actions.

THE “KING OF GOOD TIMES” RETURNS?

Vijay Mallya, the creator and the title holder of “King of Good Times”, has once again being highlighted in the headlines, not for his ventures, but for a debatable speculation. After many years of mere silence followed by his fled from India between the allegations of his financial fraud. Mallya has re-entered the platform which has given rise to many voices striking it as a comeback or a PR stunt.

The most important of the recent events was Mallya's podcast; a four hour podcast of Vijay Mallya with a YouTube content creator named Raj Shamani. In this very podcast, Mallya has briefly explained the dots of events in his life that connected eventually to being called 'chor' by the people of India; The rise and downfall of The Kingfisher Airlines, the narrative of the 9000 crore loan, his political career and many more have been merely discussed by the man himself in this very candid conversation available on the 'Raj Shamani' YouTube channel.

While Mallya's recent public engagements have been undoubtedly generating a lot of heat in the media and public, it has also ignited sparks to many debates. Some of the medias portray it as a critical attempt to manipulate the people without clarifying his financial fraud, and other side of the media are left with nothing but curiosity.

Conclusively, whether Mallya's recent plays were genuine to set it straight or was it all just a perfectly executed PR stunt; It remains as a matter of perspective and opinion. The one thing that we can brief is that the 'King of Good Times' continues to be the highlighted note seeking attention even after being very far apart, speculating his return to India. The coming days will reveal more about this renewed presence in the intent of the public.

Vijay N. Varshith
II B.Com 'C'

HOW AI IS POWERING SMALL BUSINESS E-COMMERCE IN INDIA

Introduction

India's e-commerce market is growing rapidly. In 2024, it reached around \$147 billion and is expected to grow by nearly 19% every year until 2028. This growth is creating huge opportunities for small and medium enterprises (SMEs) to expand online. Artificial Intelligence (AI) is playing a key role by helping SMEs compete with large brands through better sales strategies, customer experience, and inventory management.

Benefits of AI in SME E-Commerce

AI offers several benefits to small businesses selling online. One major advantage is demand forecasting. AI can predict which products will be in demand, helping businesses avoid over-stocking or running out of stock. Another benefit is customer insights. AI analyses buying behaviour to create personalised offers and targeted promotions, increasing sales. AI chatbots also provide 24/7 customer support, improving customer satisfaction. Additionally, AI helps in inventory management by tracking stock levels and reducing waste.

Limitations

While AI is powerful, it also has some challenges. Some advanced AI tools can be expensive for very small businesses to implement. Business owners may also need technical training to use these tools effectively. Another limitation is data privacy, as using AI involves handling sensitive customer information, which requires secure systems and policies.

How Business People Can Benefit

Business owners can use AI to manage their online stores more efficiently and compete with larger brands. By adopting AI, they can offer better customer experiences, make smarter decisions, and reduce costs. For commerce and management professionals, understanding AI tools opens new career opportunities in the rapidly growing digital business space.

Conclusion

AI is transforming India's e-commerce sector, especially for SMEs. It helps small businesses sell smarter, manage better, and serve customers more effectively. For anyone studying or working in commerce and management, learning about AI-driven business strategies is no longer optional—it is essential for future success.

S. Vivek Anadan

II B.Com, BDA



Seshadripuram Educational Trust

Seshadripuram Institute of Commerce And Management

(Permanently Affiliated to Bengaluru City University)

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