



SESHADRIPURAM INSTITUTE OF COMMERCE AND MANAGEMENT

COMMERCE CHRONICLE



Department of Commerce and Management

Half-Yearly
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 meagre strength of 100 students; the institution now caters to 875 students. The department of Commerce & Management strives hard to imbibe the knowledge by having real time live experience, conferences, certificate programmes, faculty development programmes, seminars, guest lectures to enhance knowledge of students and faculties to keep them updated.

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

Editorial members

Prof. Vidya S. Shivannavar
Principal

Smt. G.punitha.
HOD, Dept. of Commerce & Management

Ms. Spandana V.R.
Lecturer, Dept. of Commerce & Management

Principal's Message



It gives me immense pleasure to present the inaugural issue of the half yearly newsletter of the Department of Commerce titled "**Commerce Chronicle**". The newsletter will provide an easily accessible medium and a platform for disseminating news and information to our faculty in colleges and academic community of our discipline. Commerce Chronicle will spotlight the activities and events at the Department, highlight the talents of our students and faculty and feature information of general interest. In this issue, we recollect the various activities in which Department of Commerce, its faculty members and students were actively involved.

I congratulate the Editor and the supportive team for their hard work and enterprise in producing the inaugural issue of "Commerce Chronicle".

All the best!

Prof. Vidya S. Shivannavar
Principal



Editorial Speak

The whole idea of 'contrivance' has always been fascinating and so is the creation of Commerce newsletter "**Commerce Chronicle**" the half-yearly newsletter of Department of Commerce. The Department encompasses the vast amount of talent and knowledge resting with its faculties and students, and conceiving the idea of newsletter rightly fills the gap in showcasing of departmental activities. The task of creation of Commerce Chronicle indeed was a challenge before me as an editor, it was the support and confidence that Prof. Vidya S. Shivannavar has reposed in me that encouraged me to achieve this uphill task in a short span of time. Through our Commerce Chronicle I would like to give glimpse of our departmental activities and achievements. Also, I will be failing in my endeavour if I do not acknowledge the support of one and all who have contributed the information for the newsletter and I would like to show my gratitude for my team members for their support.

Smt. G. Punitha
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Reports

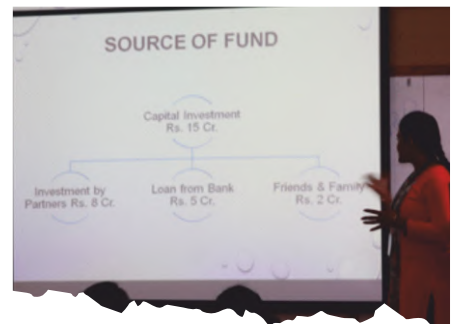
Aarambh - The Talent Hunt

Lakshya - The Commerce and Management Forum commenced the activities for Odd Semester 2018-2019 with AARAMBH- Talent Hunt for first year B.Com and BBA students on July 18, 2018 at College Campus. The event was inaugurated by Guest **Mr. Veerender Singh**, Alumni, Market Research Analyst of 'Nelson Project' in TCS. The event focussed on bringing out hidden managerial talents of first year students to light and encourage them to make use of opportunities that will enhance their skills in future.

Events for Talent Hunt conducted were as follows:

1. Ice Breaker
2. Quiz - O – Mania
3. Product Launch
4. Spot Marketing

Students enthusiastically participated in all the events and had an exposure for experiential learning.



Best Manager Event



Best Manager an Inter Class Event was conducted on July 21, 2018 at College Campus. Students from B.Com and BBA participated in the event. The event was conducted to test and bring out the management skills of students. Participants had to clear 4 rounds viz., GK and Aptitude, Group Discussion, Situation Analysis and Final round of

Stress Interview. Out of 44 registered participants, 4 reached final round.

Shivani Sanjay Shedde of III B.Com 'C' won the competition and was awarded 'Best Manager'.



Lakshya Anuvarthi

Inter Collegiate Management Fest



‘Lakshya Anuvarthi’- Inter College Management Fest was held on September 24, 2018 at SICM Campus. Sri Bharat Jatangi, Founder, Pace Wisdom Solutions an Alumnus of SICM along with Sri K. Krishnaswamy and Principal Smt. Vidya S. Shivannavar inaugurated the event, awe-inspiring performance by the Flash Mob gave an amazing opening to the events. The first ever Intercollegiate Management Fest at Campus witnessed energetic crowd participating from different colleges. Unanticipated participation from 400 students boosted the Zeal of the crew at fest and events were conducted remarkably well at different venues at the College Campus. The following events were conducted at the fest:

- 1 Best Manager
- 2 Treasure Hunt
- 3 Product Prototype
- 4 Switch
- 5 Air crash
- 6 Adapt Tune
- 7 Mock Stock
- 8 Business Quiz
- 9 Buzz- The Catch Line
- 10 Mad Ads

Kristhu Jayanthi College won Overall Championship Trophy for the fest.

Students Participation In Intercollege Fests

Students of SICM have participated at different inter collegiate management fests for the Odd Semester 2018-2019 and have won few prizes and over all championships too.



Total Prizes Won-9

Overall Championship- 2

College Name	Students Participation
C B Bhandari Jain College	4
R N S College	3
R C College	2
Seshadripuram Academy of Business Studies	15
Sindhi College	10
Soundarya College	2
Surana College	4

National Conference

“Issues pertaining to Talent Acquisition with generational diversity in developing economies”

The one day national conference on “Issues pertaining to Talent Acquisition with generational diversity in developing economies” which was held on September 19, 2018 at 10.00 a.m. at our College Auditorium.

The day began with welcoming the Chief Guest Mr. Ashok Kumar C.V., SAP HCM functional consultant Infosys limited through guard of honor followed by the inauguration with the presence of trustees of Seshadripuram Educational Trust and Presided by Dr. Wooday P. Krishna, Honorary General Secretary, Seshadripuram Educational Trust, staff and students.

The keynote address was delivered by the Chief Guest Mr. Ashok Kumar C.V., who spoke and shared his experience in corporate field, generation diversity, retaining talent, HR Professionals, the rights of employees towards the incentives and their career growth .

Presidential address was delivered by Dr. Wooday P. Krishna, who highlighted on the relevance of Human Capital Acquisition and talents.

Panel discussion by Dr. Subramanya Mutyala, Associate Professor and Research Co-ordinator School of Commerce, faculty of Commerce and Management Studies, Reva University, who spoke about bridging the gap between academic and industry . The second panelist Dr. Sandhya N.S., HR & Legal consultant, who spoke about competencies of HR manager .The third panelist for the session was John Bruno, General Manager Gunnebo India Private Limited, who gave insight information about new age careers, employment index and entrepreneurship.

The technical sessions were divided into three tracks of 58 participants from academics, industries and students.

We concluded the session with valedictory programme with the presence of Prof. Vidhya S. Shivannavar, Principal and the chief guest for the session was Dr. Venkatesh S.N., Principal, Seshadripuram First Grade College, Yelahanka.

Few Snapshots of the Conference



Personality Enrichment Program and Industrial Visit

The college arranged for a session to nearly 300 students of 1st year BCOM and BBA along with 5 lecturers of the Department as an institutional social responsibility endeavour on September 22, 2018, the students visited ISKCON campus for an personality enrichment program and also visited industry of Akshaya Patra, the program was arranged in association with Touchstone Foundation.

In the first session the speaker spoke about the 5 Principles necessary for every human being to sustain and grow in their life, it included Focus, Positivity, Set goals, Prioritising of goals and Meditation. Sufficient activities were conducted under each of the Principle to make the student understand the application of the Principles in life.

The meditation and chanting of prayers were conducted and later on the evolution of the Akshaya Patra was briefed to all the students and the live visit was arranged to give the practical exposure to food processing industry.

Students have opined that the event gave them the necessary inputs to manage life through skills imbibed and also structure life to real life situations. Through industrial visit the students got exposure to steam based cooking.



Smart Marketer Competition

The Department of Commerce organised a Competition for all the students to see who is the Smarter Marketer of all on July 16, 2018 which was Judged by Sri Bharath P.N., Department of English which had total Participates of 15.

Students were given case studies and situation based judgement was done. The Prize winners of the competition were Burra Mounesh (III B. Com 'C') - 1st Prize followed by Giridhar (I BCom 'A') - 2nd Prize & Harsha K. Jain (II BCom 'A') - 3rd Prize.



Did you know?



INDU JAIN

Indu Jain was born on 8th September 1936 in Faizabad, United Provinces in British India.

She belongs to the Sahu Jain Family and is the current chairperson of India's largest media group, Bennett, Coleman & Company Ltd, which owns the Times of India and other large newspapers.

According to Forbes 2015 ranking, Indu Jain had a net worth of \$3.1 billion and was ranked 57th richest person in India and 549th richest person in the world.

She is the founder of THE TIMES FOUNDATION, it runs community services, Research Foundation and Times Relief Fund for disaster reliefs like floods, cyclones, earthquakes and epidemics.

Indu Jain is also founder President of the Ladies wing of FICCI, she is the chairperson of the Bharatiya Jnanpith Trust, which awards the Jnanpith award.

Indu Jain was awarded the Padma Bhushan by Government of India in January 2016.

Interactive Session IAS, Competitive And Banking Examination

The College in association with Milestone Academy arranged for a orientation session on IAS, Competitive and Banking Examination. The sessions were arranged in AV Room on July 13, 2018 and in total around 87 students were present. The speaker was Smt. Jeevitha M., CEO Milestone Academy which offers free coaching to the students for the above mentioned examinations.

The session began at 12:30 pm and went on for an hour followed by 30 minutes of question and answer session, students sought necessary information as to how to apply for these exams, qualifications required and salary packages offered.



Orientation Session on Certification Courses



The College in association NICT Computer Education arranged for a orientation session on Certificate Program on Tally, MS Excel and Digital Marketing. The sessions were arranged in AV Room on July 17, 2018 and in total around 113 students were present. The speaker was Mr. Kiran Kumar P.S., NICT .

The session began at 12:00 PM and went on for an hour followed by 10 minutes of question and answer session.

Aikya - Centre for Career Development Report on India's Biggest Quiz Contest

India's biggest quiz contest organized by Career Launcher held its first round of General Aptitude Test in the college campus on August 10, 2018. The contest commenced at 12.30 pm at AV Room, Room no 501 and 510. The duration of the aptitude test was 30 minutes and we saw an active participation from the students. 178 students participated in the contest and it was conducted successfully.



Orientation Session on Internshala Internship Opportunities

Aikya: Centre for Career Development arranged for an orientation session on Internships offers at Internshala. Student partner Deepak S. of final year addressed the gathering in total 72 students were present. The sessions were arranged in Room 509 on July 27, 2018. The session began at 12:00 pm and two sessions were carried out and went on for an hour followed by 10 minutes of question and answer session.



Best Paper Award for paper titled “Upliftment of Transgender Community through Microfinance”

ASC College had organized One Day National Symposium on “New India Emerging Challenges and Evolving Strategies” on October 12, 2018. Our team presented a paper titled “Upliftment of Transgender Community through Microfinance” which was awarded as the best paper.

The paper was presented by Prof. Vidya Shivannavar, Smt. Vinija C., Ms. Spandana V.R. The Chairperson for the track was Dr. Sugandhi Pais, Assistant Professor, St. Joseph’s College of Commerce, Bangalore. The paper focused on microfinance facilities provided by the banks to the transgender community and also the awareness level of the transgender community about the facilities available. The outcome of the paper was both banks and transgender community lack awareness about the services and lack of acceptance of the transgender community. The suggestions given by us after the study conducted was minimum reserves must be maintained by the banks to provide credit facilities to the transgender community, awareness must be created about the services offered to them and also reservations for such third gender in schools and colleges and also should be initiated so that they can also get equal opportunity like every other citizen of our country.



Prof. Vidya Shivannavar



Smt. Vinija C



Ms. Spandana V.R.



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