



Vidya Vikas Mandal's
Shree Damodar College of
Commerce & Economics
Margao-Goa.



February 2016

NAMITA M. NEURENKAR - EDITOR

E-NEWS

5th February - 6th February 2016

Anantara Intercollegiate Youth Festival

VVM's Shree Damodar College of Commerce & Economics successfully organized its Annual Inter-collegiate Youth Festival event "Anantara" at Ravindra Bhavan Margao on 5th and 6th February 2016.



Amruta and Eshaani performed an invocation dance at the inaugural function. Principal Dr. Mrs Prita D Mallya welcomed the gathering, President Shri Ganesh Daivajna gave the inaugural speech and General Secretary Alkesh Dessai introduced the event. The Chief Guest for the occasion was well-known music composer-singer-lyrist Oliver Sean. In his speech Oliver congratulated all the students for organizing and participating in this event. He

shared some motivating thoughts with the students and encouraged them to follow their passion. A special dance performance by Siddhant Gadekar's Dance Academy was another highlight of the inaugural function.

The event saw a huge response, with participation from 14 colleges across Goa in 31 sub-events.

The sub-events were Brainstorm (Quiz), Express to Impress (Debate), Turn-table, Be on Forbes (Business Plan), Comedy Central (Comic Skit), Footloose (Solo Dance), Fashion Fiesta (Fashion Show), Battle of Trance (DJ), Mime, Mr. & Ms. Anantara, Voice of Anantara (Solo Singing), Crew of the year (Group Dancing), Social Experiment (Film making), Rhythm of Traditions (Folk Dance), Pathanatyia (Street Play), Mystery Box (Treasure Hunt), Chef Anantara (Cooking), Shutter Island (Photography), Clash of Titans (Strong Man), Turtle Race (Slow Biking), Road to Glory (Football), Word Art (Essay), Canvas Painting, T-shirt Painting, Face Painting, Color Fusion (Rangoli), FIFA, Pull-A-Side (Tug of War), Lagori, Ping Pong (Table Tennis), Artfit (Costume Designing).



St. Xavier's College Mapusa emerged as the Winners , Rosary College of Commerce and Arts won Second place while the Third place was shared by GVM's College, Farmagudi and PES's SRSN College, Farmagudi.

The event ended with musical performances by DJ Surjal and DJ Navin. Special invitees at the valedictory function were Mr. Mandar and Mr. Mario of FC Goa.

8th February 2016

Mock Assembly Report

V.V.M's Shree Damodar College of Commerce & Economics, Margao Goa participated in the Students' Parliament Competition organized by Goa Legislature Secretariat in Co-ordination with Goa Legislature Forum and Directorate of Higher Education at Goa Assembly premises, Porvorim Goa .



The College team consisted of 30 students from across all the streams.

The topics taken up by the students for the competition were prevention of cutting of coconut trees, financial aid for self-financed programmes, mobile fish vans, cleaning of coastal beaches and other relevant topics.



10th February 2016

Bird Watching



The Nature Club in association with Bird Institute of Goa organized a bird watching session at the College Campus. Mr. Savio Fonseca was the resource person. Seven students of B.Com and BCA along with the teachers in charge Ms. Mamta Kumari and Mr.



Sunil Naik attended the session. The students reported at the campus at 7:00 a.m. and then with the resource person went for stroll around the Campus, where they could identify 20 species of birds. Students also learnt about the precautions to be taken while birding and what is the right time and place for birding. Students also realized the importance of conserving nature, birds and animals. They also learnt amazing facts about birds and how to identify them.



Shree Damodar College also registered at "eBird" and participated in the 19th annual Great Backyard Bird Count (GBBC) from February 12th -15th and entered the checklists in eBird. Students enjoyed the sessions and are looking forward for participating in many more such sessions.



13th February 2016

Collage Making Competition

The College Consumer Cell organized the Collage making Competition for the students. The theme for the competition was "Internet safety for all: protecting yourself Online". Eight groups participated in the competition. The competition was judged by Mr. Raj Alve.

Miss Rita and Miss Aarti of FY BCom C secured the First place, Miss Pianca and Miss Trisha of TY BBA secured Second place and Mr. Mehboob and Mr. Pranav of SY BBA secured Third place.

16th February 2016

Workshop on "Service Conditions for College Teachers"



A workshop was conducted on "Service Conditions for College Teachers". Dr. Vikas J. Pissurlekar, Assoc. Professor, Dept. of Chemistry, PES's SRSN College of Arts and Science, Farmagudi, was the Resource Person.

Dr. Pissurlakar shed light on many important aspects of Goa University statutes, particularly SA- 19. He described the gradual process of upgrading an assistant professor from stage 1, stage 2, stage 3, and stage 4 to associate professor and to the post of professor and the pay scale that is associated with each upward shift. The minimum API that needs to be achieved for the same was also stated. The speaker explained how the selection process works for the above mentioned stages. The various ways by which we can improve our API was also highlighted.

The different types of leaves available to college teachers were discussed in the workshop and the time frame and eligibility conditions were also mentioned.

During the discussion session at the conclusion of the workshop it was felt that there are quite some changes that need to be brought in the statute in the form of certain specific words not included or clarity not provided on certain types of leaves and granting payment during certain types of leaves which makes difficulty in sanctioning the payments to the teachers. Overall the workshop was fruitful as many doubts of the college faculty were cleared and the discussion also gave a deeper understanding of the existing working conditions.



19th February 2016



Five students from the BBA (FS) Department participated in the Management Day Celebration, at GCCI Hall, organized by Goa Management Association in association with Goa Multi Faculty College.

This event was organised with a view to bring together professionals from academia and industry to exchange and share their experiences, ideas, and knowledge. The topic for the Paper

Presentation contest was '**Smart India: Powering Growth with Prowess**'. Students were tested on their knowledge, skills, intelligence and creativity. 9 management colleges from all over Goa participated in the event and our team of students won the First Place.

21st February 2016

M.Com Part I & II students attended a guest lecture on 'Services Marketing' by Mr. Mark Rocha, Vibe Manager, Hard Rock Hotel, Calangute.

21st February - 23rd February 2016

Sixteen BBA(FS) students participated in the 3 day event Genesis 2016 and Bizwhiz 2016 organized by KLE's College for Business Administration, Lingaraj College.

Genesis 2016 was organized for First Year students and Bizwhiz 2016 was organized for Second Year and Third Year students. More than 30 teams from all over India participated in each of the events - Bizwhiz and Genesis.

The theme for the event was Youth. Young dynamic personalities of India like Ritu Saini, Pradeep Chanti, Preetam Dasha, Sapan Verma, Ishita Katyay, etc. were invitees for the event.

The Inaugural function held on 21st evening was followed by an event - Ice-breaker, which went on up to 11:30 p.m. The most prominent feature of the whole program was that the events started at 8.00 a.m. on 22nd February and ended only on the evening of 23rd. The valedictory function started at 8:00 pm and ended at 11:00 p.m.

The First Year team of our college won the 3rd place for Ice-breaker event of Genesis and the team of Second Year and Third Year students won the 1st Place for Team Event.

24th February 2016



As part of their Services Marketing assignment, the M.Com Part II (Management) students organized a lunch for the faculty, staff and students of the college titled 'M.Com Kitchen'. There was music and plenty of games and prizes to be won. All coupons were sold out and the students got a very positive feedback on the service and quality of food.

25th February 2016

Mr. Vishal Chari, Asst. Prof., delivered a guest lecture on 'Marketing Research' for the M.Com Part I students.

26th February 2016

Talk on Digital Marketing

The Department of Computer Science (BCA) organized a Guest Lecture for BCA students on Digital Marketing by Mr. Cicero Silva, Managing Director of Crecio and an alumnus of the College. Mr. Silva provided insights into marketing via YouTube and Face book, SEO (Search Engine Optimization), CRM (Customer Relationship Management), etc. He also highlighted the importance of digital marketing in the modern era

and compared it with the traditional ways of marketing. He spoke about the prospects and career opportunities in digital marketing. The session concluded with a lively interaction between the students and the resource person.

27th February 2016

College Placement Fair 2016

On the recommendation of IQAC, the Career and Placement Cell of Shree Damodar College organized a Local Placement Fair 2016 on 27th February 2016. The objective behind having this fair was to bring companies and our students at



one platform and provide

maximum opportunities for both of them and also to encourage them.

The invitations were sent to almost 43 different firms, companies and establishments across Goa out of which 09 participated in the fair and 6 of them will be visiting in near

future.

The fair was inaugurated by Principal, Dr. Mrs. Prita D. Mallya at 09.00 am in the smart class room. While addressing the gathering she mentioned that the students should change their attitude towards learning, should focus upon overall development and should choose career options wisely. She also mentioned that many students don't want to leave Goa, so having this type of fair wherein we invite companies from within Goa and provide opportunities to the students will be win-win situations for both.



The Placement Brochure was released at the hands of Dr. Mrs. Prita D. Mallya and distributed to the Career and Placement Cell Team members. She appreciated the effort taken by the team in organizing the event and preparing the placement brochure.

Approximately 150 students from Third year BCOM, BCA, BBA(FS) and Second Year MCOM participated in the placement fair. The companies which participated in the Local Placement Fair were Club Mahindra, Professional Career Consultancy & Placement, HDFC Sales Pvt. Ltd, Auto Industries Goa Pvt. Ltd., Caculo

Group, Imperial Wealth Services, Kakode Trading Ltd., CodeMax IT Solutions Pvt. Ltd. and Sunmarg Business Matrix Pvt. Ltd.

The placement process continued till 5.00 pm and the feedback was collected from each company at the end. The Common Feedback was that it was well organized and they appreciated the concept of having local placement fair.



29th February 2016

Students of M.Com Part I attended a seminar on the topic 'Power of Personality' organized by Directorate of Sports and Youth Affairs at Ravindra Bhavan.

Budget screening was held for students of M.Com Part I&II.

29th February 2016

Annual Awards Day



The Annual Awards day of VVM's Shree Damodar College of Commerce and Economics was held on 29th February 2016. Mr. Ameya Abhyankar, Special Secretary to Chief Minister and Director, Department of Information Technology was the Chief Guest for the function. CA Ganesh Daivajna President of Vidya Vikas Mandal, presided over the function.

The function began with an invocation song and was followed by a welcome address by CA Mr. Ganesh Daivajna. Mr. Daivajna gave a brief background of the Mandal and highlighted the major changes that had been brought in over the last two years, particularly in the area of Information Technology.

The General Secretary, Students' Council, Mr. Alkesh Desai, General Secretary Cultural Council Mr. Akshay Mokatkar and General Captain Sports Council Mr. Omkar Prabhudesai presented the reports of the three major student bodies.

Principal Dr. Prita Mallya, presented the annual report of the College, and congratulated all the students and faculty members for their various achievements throughout the year.



Mr. Ameya Abhyankar expressed his appreciation of the numerous and diverse activities conducted by the College and applauded the excellent coordination between the management and college authorities for this. He commended the faculty members for their achievements in the area of research and publication and said that this would promote a cohesive academic environment with emphasis on logical reasoning and analytical ability.



He said that College education is a delivery mechanism for inculcating a positive mindset and skill development among the students and mentoring plays an important role. His message for students was that they need to keep learning, give 100% to every opportunity they get, not give in to peer pressure and stay fit. In his address, he emphasized that every student must have a vision, set goals and strive to achieve these goals with focus, commitment and perseverance. He added that one has to be mentally equipped to deal with the changing demands of industry and hence adaptability and flexibility are the primary ingredients for a successful career.

Mr. Abhyankar's speech was well received by students, faculty and all the invitees. Later he gave away trophies and certificates to all the achievers who brought laurels to the institution in academics, sports, cultural activities, NCC and NSS. The program ended with a vote of thanks proposed by Dr. Subrahmanya Bhat followed by the National Anthem.



Dear Readers,

We are proud of our students and appreciate their hard work, efforts and enthusiastic participation in various activities of the college.

Ms. Namita M. Neurenkar
Editor

Dr. (Mrs.) Prita D. Mallya
Principal

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