



Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics

E-Newsletter

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Mr. Gajanan Nial – Editor



Tech Talk Session: Microsoft Technologies by Computer Science Dept.

1st July 2017

TechTrendz the Technology Club of the Department of Computer Science, VVM's Shree Damodar College of Commerce & Economics, organized the first **Tech Talk** of the session, on Microsoft Technologies in association with **Microsoft Developer Community** on 1st July 2017. The Resource Persons for the session were



Mr. Vibhav Patil, Leader of Microsoft Developer Community, Goa along with Mr. Adnan and Mr. Agraj Agranayak, Cofounder & Head of Operations, Imagine Works, Goa. 60 students along with all the faculty members attended the session. The session aimed at providing the students an opportunity to get an industry level understanding of what is needed and how to work with Microsoft Technologies in order to build cross platform general purpose, mobile and gaming applications.



The session began with an introduction to **Microsoft Development Platform** and other Microsoft technologies like C#, Windows Universal Application Development, Xamarin, HoloLens and Game Development.

The Resource Persons encouraged the students to take up live projects and consider developing cross platform mobile application development using **Xamarin**. They recommended using **HoloLens** for development of applications based on augmented reality, virtual reality and gaming. The session was very well received and appreciated by the students as it built their curiosity to learn more and to explore these softwares. Some of the students expressed their desire to take up these innovative projects in their Final Year.

The session was very well conducted with interesting videos and presentations which kept the students glued to their seats. The Department proposes to conduct hands on workshops of Xamarin & HoloLens as a part of Tech Trendz- Technology Club Activity.

The Debaters' Floor Club of the Post-Graduate Department of Commerce (M.Com.) of Shree Damodar College of Commerce & Economics organized the first debate competition for the academic year 2017-18 on 08th July, 2017. The topic for the debate was



“Reservation in Jobs: Boon or Bane?” Students of M.Com Part I & Part II participated.

The debaters in the ‘For’ team were- Mr. Sidraya Naik, Ms. Mruga Keny, Ms. Royline Sequeira, Mr. Arfaz Shaik and Mr. Ashish Thomas.

The debaters in the ‘Against’ team were- Mr. Arun Mohite, Mr. Jayant Vishwakarma, Ms. Leensha Barretto, Ms. Veronica Pereira and Mr. Valencio Diniz.

The judges for the event were:-

1. Ms. Sandira Viegas- Ex- student of the P.G. Department of Shree Damodar College of Commerce & Economics. She is presently working in HDFC Bank, Varca, Goa
2. Mr. Maxwell Pinto- Ex- student of the P.G. Department of Shree Damodar College of Commerce and Economics. He is presently teaching in the Computer Science Department of Shree Damodar College of Commerce & Economics.

The moderator for the debate was Mrs. Sheryl Sanches Da Silva, faculty, M. Com. Department.

The students put forth meaningful and valid arguments and interjections. Non-participating students formed a very enthusiastic and appreciative audience.

The winners were as follows:

- a) ‘For’ Team
 - i) Best Speaker - Mr. Arfaz Shaikh
 - ii) Best Interjector- Ms. Royline Sequeira
- b) ‘Against’ Team
 - i) Best Speaker - Mr. Arun Mohite
 - ii) Best Interjector - Ms. Veronica Pereira

The debate concluded with the judges awarding certificates for Best Speaker and Best Interjector to the winners.

Inauguration of the NSS Unit

6th July 2017

The NSS Unit of Shree Damodar College of Commerce & Economics for the academic year 2017-18 was inaugurated on 6th July 2017. The Chief Guest for the function was Shri. Jeetendra Ranjan, Superintendent of Police, Anti-Narcotics Cell, Goa. The Inaugural Function was chaired by College Principal Dr. Prita D. Mallya in the presence of Dr. Saba Da Silva Principal, G. R. Kare College of Law, Vice-Principal, Dr. Sanjay Sawant Dessai, NSS Chief Programme Officer, Dr. B.P. Sarath Chandran along with 200 NSS volunteers.



The function began with the lighting of traditional lamp by the dignitaries and students. Principal, Dr. Prita D. Mallya in her address welcomed all and emphasised the importance of selfless service to be rendered by NSS volunteers and their duties and responsibilities towards the society. The Principal also highlighted the various initiatives to be taken up by the NSS unit of the College during the academic year.



The **Chief Guest, Shri Jeetendra Ranjan** highlighted various issues confronting the society and appealed the NSS volunteers to be proactively involved in solving social problems. Shri Jeetendra Ranjan made a detailed, informative presentation on **The Drug Menace and its Social, Economic and Health Implications**. He stressed that it is the responsibility of each citizen particularly NSS volunteers to spread the message of the adverse effects of drug usage.

NSS Chief Programme officer Dr. B.P. Sarath Chandran proposed the vote of thanks. The programme was compered by Ms. Froila Fernandes and co-ordinated by Programme Officers Ms. Preksha Chopdekar and Ms. Deepa Talawar.

Orientation Programme for Parents of FYBCA Students

8th July 2017

The Department of Computer Science organized an **Orientation Programme for the Parents of FY BCA Students** on 8th July 2017. Principal, Dr. Prita D. Mallya and Vice Principal, Dr. Sanjay Dessai were present on the occasion. The Orientation Programme was organized to share some important information related to the curriculum, extra-curricular activities, facilities and

resources available for the students, and was an effort to bridge the communication gap between the parent, teacher and the student.



The Programme started at 11 a.m. with the Principal Dr. Prita D. Mallya briefing the parents about the College, its campus and facilities. She emphasized that this course is more intensive and practical-based and hence the students have to put in more efforts.

Vice-Principal, Dr. Sanjay Dessai stressed issues of discipline and punctuality. Programme Coordinator, Ms. Ekta Agarwal shared the highlights of the BCA Programme in general, and further briefed the parents regarding the infrastructure, library and other facilities available for the students. She then introduced all the faculty members to the audience.

Ms. Pooja Pai Khot and Mr. Sunil Naik informed parents regarding Mentoring, Seminars, Workshops, Industrial Visits and Add-on Courses for students. Ms. Namrata Haldankar emphasised important rules related to attendance. Mr Sumit Kumar explained the examination system to the parents and Ms. Namita Neurenkar briefed about the various activities organised by the Career and Placement Cell. Ms. Shweta Verenkar introduced the TechTrendz Club to the audience and Mr. Gajanan Nial informed the parents about the Extension Activities planned by the Department in order to create an awareness and inculcate a sense of social responsibility among the students.

This was followed by a demonstration of the **Campus Management Software** to help parents access all student-related information such as attendance, examination, timetable, events, etc. Parents were informed that regular SMS and E-mail alerts would be sent to the parents from time to time. This was followed by an interactive session where the parents actively participated by sharing their views and suggestions. The parents were very appreciative of the Computer Science Dept.'s initiative and suggested regular meetings between parents and teachers. The programme ended at 12.30 pm.



The Career and Placement Cell of VVM's Shree Damodar College of Commerce & Economics organized a **Career Guidance Talk by T.I.M.E.** on **Strategies to Crack Entrance Exams** targeting **Bank Recruitments** on 12th & 13th July 2017.

The Final Year students have attended the session in batches. The first batch was of TYBCOM (A & B) on 12th July, the second batch of TYBCOM(C & D) and BCA and the third batch of BBA(FS) & M.Com attended on 13th July.

Principal, Dr. Prita D. Mallya addressed the students and emphasized that the students should take active interest and get benefited from the various activities, talks and training organized for career advancement by the Career & Placement Cell.



The **Resource Person Mr. Malcolm Dias**

highlighted the challenging present scenario of education & employment in India & abroad and how this has created a great demand in society for Bank jobs. He explained that every year the percentage of students qualifying the Entrance Exam is less as compared to the applications and he explained the reasons for the same. Mr. Dias advised students that logical and systematic study is required to crack the entrance exams. He suggested that students should not waste their time in studying wrong things but the study should be scientifically focused and in accordance with previous question paper patterns. The resource person gave some examples of how to study smartly and he made special mention that reading habit helps in preparing for Group Discussion on current affairs, and one should be skilled at relating the topics sensibly so as to create a favourable impact on the recruiters of one's knowledge and personality in a short span of time.

Overall, the session was informative and had positive impact on the students and conveyed to the students that systematic, planned and smart study is the key to crack the bank recruitment exams.

The Resource Person Mr. Malcolm Dias was introduced by Ms.Namita Neurenkar and vote of thanks was proposed by Ms.Prachi Kolamkar.

Mr. Gajanan Nial & Ms.Purva Gude were in charge for organizing the session for the Second Batch and Ms. Shameem Memon and Ms. Ashwini Korde organized for the third batch.

The entire team of C&P Cell was actively involved for the smooth conduct of the session.

Career Guidance Session – II : Strategies to Crack Entrance Exams

14th July & 19th July 2017

The Career and Placement Cell of VVM's Shree Damodar College of Commerce & Economics organized **Career Guidance Session –II: Strategies to Crack Entrance Exams by Maxxcell Institute on MBA - Path to Career Advancement** for the Final Year students on 14th July and 19th July 2017. The session was organized in batches. The first batch was of TYBCOM (A & B) and BCA on 14th July, the second batch of TYBCOM(C & D) on 19th July.

Mr. Shyam Manavat, M.D., Maxxcell Institute, was the resource person of the session. He encouraged students to take up MBA as it is an extremely versatile qualification and allows one to pivot in many different directions depending on career aspirations, skills, and interests. He highlighted that in the present scenario, almost all industry sectors require MBA graduates for managing their work processes, executing and strategizing. He stressed that there are large number B-schools offering degrees in management but those coming from premier institutes such as IIMs, IITs, XLRI, FMS, IIFT and Symbiosis earn higher salaries, enjoy more significant job roles and fast-track career paths. He therefore suggested that while selecting the B-School, one should look for accredited MBA programs that have good career placement rates and affordable tuition fees.



Mr. Manavat highlighted that it is not easy to get into the top institutions without meticulous, dedicated and planned examination preparations. The resource person provided the schedule of various entrance examination conducted for admissions into different B-Schools. He mentioned that presently Consultancy, Investment banking, Finance, Business Development, Marketing, Corporate Finance and General Management are some of the top career oriented fields.

Overall, the session was an eye opener for the students highlighting how MBA allows the degree holder to easily weave into any field of industry to choose their career paths and it also exposed students to the top career options which are presently in demand in the corporate world.

The entire team of C&P Cell was actively involved for the smooth conduct of the session.

Retail Report of Field Trip

14th July 2017

Ms. Shilpa Mense arranged a field trip for students of the SY B.Com for the Retail Management course. A group of 30 students along with Ms. Shilpa Mense and Ms. Pooja Shanbhag participated in this effort to provide industry exposure to students.

The first halt was at **Newton's Supermarket** located at Candolim. Students got an exposure to

this huge supermarket; they got an opportunity to see different assortments of goods sold by this mega retailer. They also got to observe the layout and the store décor which is a little different from many retailers in and around Margao.

The next halt was at **Delfino's Supermarket** located at Porvorim. This was a different kind of store as compared to the previous one. It is again a big retail store, but the layout is different. They also observed the leased departments outside the store.

Finally they visited the **Mall De Goa**. Through this many students visited a mall for the first time. They noticed the various kinds of stores in a mall, and they learned about the layout and the types of retail businesses that can be carried on in a mall.

The students unanimously agreed that it was a fun learning experience for them. The students left the Mall at 3.30 p.m. and reached Margao by 5.30 p.m.

Field Trip to Letcetra Agritech By TYBCOM Students

17th July 2017

42 students From TY B.Com Div A along with Ms. Shilpa Mense & Ms. Preksha Chopdekar visited **Letcetra Agritech** on 17th July 2017. The field trip aimed at supplementing the classroom learning in the **Entrepreneurship Development** course with an industry visit and motivating students to take up entrepreneurship.



This unit is one of a kind in Goa. It is into **hydroponics** which involves growing vegetables in water on a multi-tier rail system in an air conditioned environment. This innovative idea came to three cousins - Sandeep Metri, Jagdish Naik and Ajay Naik, all engineers in their early 30s.

The unit operates from a rented shed at Thivim Industrial Estate, where they grow varieties of exotic vegetables like Romaine lettuce, Lollo green, Basil, etc. in an 80sq-m air-conditioned room. Mr Ajay Naik explained the concept of hydroponics to the students. He also explained the working of the system – the watering, fertilizing, and the nursery and allowed the students to see the vegetables being grown in the A.C. room.

The unit produces 100 kg vegetables every day or three tonnes of exotic vegetables per month. They supply these to the restaurants and supermarkets in North Goa.

The young entrepreneurs plan to start with cherry tomatoes, bell peppers, cucumbers, other Indian vegetables and even strawberries in a few months time. For this they have acquired a 2000 sq m farm at Valpoi which will be operational by the end of the year.

Sandeep, a 33-year old electrical engineer looks after operations. Mr. Jagdish, a mechanical

engineer takes care of production and Mr. Ajay, a software engineer looks after the marketing. The trio believes that agriculture can be profitable if technology is used efficiently.

The entrepreneurs do admit that not all risks can be tackled. The demonetization move has dampened the demand for exotic vegetables but they are confident that the market will pick up.

Overall, the students had a great learning time. They were happy to see a successful innovative start-up.

National Workshop On Bigdata & Hadoop Analytics- NSTP 2017

17th -22nd July 2017



Going by its philosophy of imparting quality education and industry relevant skills to all its students, the Dept. of Computer Science of VVM's Shree Damodar College of Commerce & Economics in association with **Revert Technologies, Reach Partners of EDC IIT-Roorkee**, organized a **One Week National Level workshop on Big Data & Hadoop** held from 17-22 July 2017. Shree Damodar College of Commerce & Economics is a Zonal Center for conducting **National Summer Training Programmes (NSTP)**. 31 BCA Students, one student from Manipal Institute of Technology, one Postgraduate Student and 10 faculty members from the College & other colleges across Goa participated in this workshop.

The Resource Persons for the workshop were Mr. Pankaj Singh, Senior Research Engineer, Finland Labs, New Delhi & Ms. Ragini Chauhan from Revert Technologies. Principal Dr. Prita Mallya inaugurated the session by welcoming the Resource Persons and the participants. She emphasized that students need to continuously update themselves with the latest trends and technologies required in the IT industry. The first session focused on introducing participants to the types of structured, semi structured and unstructured data available. Mr. Singh then moved on to explain properties of BIG Data i.e. volume, velocity, variety and veracity. The next session covered the Hadoop architecture including **HDFS, MapReduce** and **YARN**. During the week-long Hands-on Training, the Participants learnt installation & application of various Bigdata

Technologies namely **Hadoop, Hive, PIG, SQOOP & HBase**. The Students learned to set up a Hadoop environment on the Linux platform and virtual machine using Horton-Sandbox. The entire workshop was interactive where students were given sample datasets to carry out analytics.

On the final day, participants were given a task to perform, based on which they were evaluated on a written & a practical test. Six participants - Ishan Borkar, Alston Rebello, Prachita Nayak, Nelufer Furtado, Dievon Fernandes and Shreya Kamat were awarded Merit Certificates. These 6 students also won the opportunity to showcase their skills at the IIT Roorkee campus.

The Hadoop and Big Data Analytics workshop was the second in the series of NSTP workshops conducted at the College campus. The session was very well appreciated by the participants as it opened up another new avenue for them to pursue as a career option.

Industry Interaction Programme- By M.Com Dept.

17th July 2017

The first **Industry Interaction** Programme for the academic year was held on the 17th of July 2017 at 12 pm. The Guest Faculty for the Programme was **Mr. Satish Mishra**.



The Programme began with Ms. Riya Nagvenkar introducing the guest faculty and Ms. Shruti Sawant welcoming him with a bouquet of flowers.

Mr. Mishra actively interacted with the students and gave them a practical account of real world materials and inventory management. He highlighted the latest developments in field of Materials Management such as the use of the **S & OP (Sales and Operations)** technique, and the **Slow and Obsolete (SLOBS)** technique.

He also explained the difference of work culture in Dubai and India, and employment opportunities for commerce graduates in Dubai. Mr. Mishra answered various queries from students regarding working in Dubai.

The Programme ended with a vote of thanks proposed by Ms. Anushka Prabhu.

Poster Making and Slogan Competition

19th July 2017

The Consumer Cell of the College organized a **Poster-Making and Slogan Competition** at the College Multipurpose Hall on 19th July 2017. The theme for the Poster-Making Competition was **Tobacco Kills** and the theme for the Slogan Competition was **Protection of Consumer Rights**. 12 groups participated in the Poster Making Competition and 10 students participated in the Slogan competition. The judges for the competition were Mr. Sunil Naik and Ms. Pooja Pai Khot.

In the Poster-making competition, Ms. Rita Sen & Ms. Aarti Parulekar (both from TY B.Com) won the first place; Mr. Runal Thakur & Mr. Yashparth Pai Kakode (both from FY B.Com) won second place and Ms. Estal Partus & Ms. Megha Kelaginamani (both from TY B.Com) were placed third.



Similarly in the Slogan competition, the first place was secured by Ms. Gauravi Naik (TY B.Com) and second place by Ms. Christine De Souza (SY B.Com).

Orientation Programme By M.Com 19th July 2017

The Second Year M.Com students formally welcomed the First Year M.Com Students through the organization of an **Orientation Programme**.



The new students were addressed by the Principal Dr. Prita D. Mallya, who stressed on the development of their thinking skills.

Vice-Principal, Dr. Sanjay Sawant Dessai encouraged students to frequently visit the Library and read business journals and newspapers.

The First Year M.Com students were then acquainted with all the activities done by the students during the previous academic year 2016-17 through a audio-visual Presentation prepared by the students of Second Year M.Com.

Second year students entertained the newcomers with singing, dancing and refreshments. The First Year Students also displayed their talents by organizing a fashion parade and singing.

Firing Training organized by NCC Naval Cadets 19th July 2017

Firing Training at INS Mandovi: Firing Training was organized by 1 Goa Naval Unit Panaji at INS Mandovi on 19th July 2017. 15 Cadets participated in the training.



Ship Model Training: 1 Goa Naval Unit organized ship model training for Naval wing cadets. 5 Cadets participated in the Training.



Remedial Teaching

19th - 22nd July 2017

Need-based Remedial classes for the B.Com students were conducted from 19th to 22nd of July to help them perform better in the ISA tests. Students were asked to mention the subjects in which remedial classes were required. These classes were conducted after the regular lectures. The details of the remedial classes conducted are given below.

FY B. Com

Course	Teacher	No. of Students Attended
Micro Economics	Shri. Vishal Chari	3
Mathematics	Ms. Mamta Kumari	23
Financial Accounting	Dr. Manoj Kamat	2

SY B. Com

Statistics	Ms. Ulpa Waingankar	18
Financial Accounting	Mrs. Nirmala Gopinathan	10
E-Accounting	Ms. Preksha Chopdekar	12

TY B. Com

Advanced Accounting	Shri. Edwin Barreto	12
Income Tax	Dr. S. Bhat	7

The next round of remedial coaching will be conducted in the month of September, so as to help student prepare for the Semester-End Examination.

Guest Lecture in Marketing for FYBCom students

20th July 2017

On July 20, 2017, **Shri Cicero Silva, Marketing Consultant** conducted a guest lecture on **Digital Marketing** for students of Marketing Management of FY B.Com. He introduced and familiarized the students with modern marketing topics such as E-mail Marketing, Social Media Marketing, Inbound Marketing, Search Engine Marketing, Search Engine Optimization, Web Analytics, Internet marketing, Viral marketing, Mobile marketing and Tele marketing.

The presentation was followed by an interactive session wherein students enthusiastically asked for clarifications and sought more information on the topics discussed in the presentation. The resource person also guided students on courses they could take up to further their interest and knowledge in Digital Marketing. A total of 38 students attended.

Guest Lecture on Entrepreneurship by Department of Economics

20th July 2017

A talk on **Entrepreneurship** was organised for the Business Environment students of S.Y.B.Com, on 20/07/2017 at 11.00 am. The Resource Person for the talk was **Mr. Praveen Pai Kakode, CEO, Kakode Trading LLP**. Mr. Manish Gosalia, the Regional Co-ordinator - Goa of '**I-Create**' and Mr. Mayur Arsekar helped organise the talk. About 100 students were present for the talk. Principal Dr. Prita Mallya delivered the welcome address.



In his talk, Mr. Praveen Kakode focused on different skills and qualities required to be a successful entrepreneur. While sharing his journey as a student and an entrepreneur, he

mentioned how the right attitude makes the difference. He also shared his experiences of establishing the world's largest Bosch showroom in Goa. He stressed the importance of getting out of one's comfort zone to grow as a person. Unless we improve ourselves, we cannot influence our business positively. He also spoke about various opportunities for youth in entrepreneurship.



Mr. Manish Gosalia briefed the students about I-create and various activities conducted for aspiring entrepreneurs.

Guest Lecture on Digitization of Banking Services By M.Com Dept.

22nd July 2017

A guest lecture on the topic **Digitization of Banking Services** was held on the 22nd of July, 2017.

The Guest Faculty for the lecture was **Mrs. Sonal Tendulkar**, ex-student of V.V.M's Shree Damodar College of Commerce & Economics, presently working as a Junior Officer in Saraswat Cooperative Bank, Ponda Branch.

The Programme began with Mr. Arun Mohite introducing the guest speaker.

Mrs. Tendulkar began by highlighting the various services that were digitized by all banks such as automatic update of passbook using machines, SMS Banking, NEFT and RTGS.



She insisted that all students should know how to use the Internet Banking facilities. She also explained in detail the procedure of operating a bank account using a mobile phone application. Mrs. Sonal also alerted students to the various types of frauds and mistakes that can occur while conducting an online banking transaction.

Students actively interacted with Mrs. Tendulkar and clarified their doubts on Internet and Mobile Banking.

The Programme ended with a Vote of Thanks proposed by Ms. Monali Naik.

Guest Lecture on Internet of Things By Dept. of IT

22nd July 2017



A guest lecture was conducted for F.Y.B Com (Computer Applications) students on one of the Emerging Technologies in the field of I.T. **Internet Of Things** by Mr. Gaurang Patkar, Head, Department of Computer Engineering, Don Bosco College of Engineering, Fatorda, Goa, on 22nd July 2017. Ms. Sharmila Kunde, Assistant Professor, Dept of Information Technology welcomed and introduced the resource person to the students.

Mr. Patkar introduced the concept of **Internet of Things (IoT)** by giving live examples of how the technology can be useful in our daily lives. He gave a demo of a wearable device based on IoT called '**Fitbit**' and its uses. He also highlighted with examples various areas in which IoT can play a major role and the applications which are already in use in transport, agriculture, health care, Smart homes, Smart cities etc.

The talk was well received by the students. Around 64 students from F.Y.B.Com attended the session. Ms. Sharmila Kunde proposed the vote of thanks.

Vanmohatsav

22nd July 2017



Vasundhara - the Nature Club of Shree Damodar College of Commerce & Economics celebrated **Vanmohatsav** on 22nd July 2017. Members of the Nature Club, NSS volunteers and NCC cadets participated enthusiastically in the plantation of saplings at selected places in the campus. Principal Dr. Prita D. Mallya, Nature Club Convenor Ms

Snehal Jadhav, Teacher-Member of the Nature Club, Ms. Mamta Kumari and other staff members also planted saplings in the college campus. Saplings were also distributed among students, teaching and non-teaching staff, with a request to plant and nurture them so as to increase the green cover in the State.

Industry Interaction Programme By M.Com Dept.

27th July 2017

The second session of **Industry Interaction Programme** for the academic year 2017-18 was held on the 27th of July 2017 at 10 am in the M. Com. Department.

The Resource Person for the Programme was Mrs. Aldina Vaz Mishra.



Mrs. Aldina Vaz Mishra has completed her M.Com and M.B.A (Finance). She is presently employed in DSV Air and Sea LLC Dubai as Finance and HR Manager. She has 14 years of experience in the field of Freight Forwarding, Finance and Human Resource Management. She is a certified Human Resource Professional Manager from American Certification Institute, USA.

The Programme began with Ms. Sahili Lotlikar from M Com. Part II introducing the resource person and Ms. Neetu Pandey from M. Com. Part II welcoming her with a bouquet of flowers.

Mrs. Aldina started the session by explaining the difficulties she faced when she began her journey in Dubai as a fresh post graduate of Goa University with a few months of work experience. She also found that her M.Com degree and work experience gave her an edge when it came to getting the right job.

Mrs. Aldina then narrated the intricacies of her current job as a Manager of a Finance and Human Resources Department in a freight forwarding company. She highlighted the experiences she had when the company was taken over by a Dutch freight forwarding company and explained to us the process of liquidation. Mrs. Aldina also explained the process of recruitment in her company.

Students asked various questions about the challenges faced while hiring expats, management of cultural differences among expats, process of performance appraisal, retention of employees, training of employees and the role of managers in performance appraisal.

Mrs. Aldina explained to the students that while hiring expats there are always complications with regards to the work visa. The culture of each expat is respected at the workplace by celebrating the festivals of each culture. With regards to the performance appraisal, she said that self appraisal method is used, followed by the appraisal by line managers of the concerned

employee. Every month the company organizes a town hall where the activities of each department are made known to all the employees. Any exceptional work done by any employee is highlighted and acknowledged at this meeting. This is how they retain employees and boost employee morale. The company prefers on-the-job training and they have an on-boarding process to introduce new employees to the job environment.

This fruitful and interactive session ended with a vote of thanks by Mr. Ashish Thomas, student of M.Com Part I.

Guest Lectures on Retail Marketing By M.Com Dept.

28th July 2017

A guest lecture on the topic **Retail Marketing** was held on the 28th of July, 2017 for the students of M.Com Part II.

The Guest Faculty for the lecture was **Ms. Anjali Kamat**, ex-student of Post Graduate Department of Commerce of V.V.M's Shree Damodar College of Commerce & Economics, and is presently working as **Deputy General Manager in Horivação, Gogol, Margao-Goa**. The Programme began with Ms. Vandana Velip a student of M.Com Part II introducing the guest speaker.



Ms. Kamat began by explaining the concept of entrepreneurship and how a person venturing into this field should not expect a profit for two years.

Ms. Kamat then elaborated on the particulars about the Company she is working for: Horivação. She informed that Horivação specialized in three verticals: Power Control Products, Agricultural Products and Cloth Fabric Products. It used store as well as non-store i.e. online based retail formats. The company sells its products at its store in Gogol, Margao as well as on the IndiaMart website. No middlemen are used by the company.

Ms. Kamat then highlighted the intricacies of the retail strategies used by Horivação. The target market for all their verticals were middle aged consumers and pricing of products was based on the target market. The company actively engages in social media marketing. When promoting its products, Horivação uses the concept of **Sales Funnel (1:10:100)**. This means that they target a hundred potential customers, from these ten persons will be interested in buying the product and from these ten persons only one person will actually purchase the product.

Students actively interacted with Ms. Kamat and were interested to know more about different types of products of the company. The Programme ended with a vote of thanks proposed by a student of M.Com Part II, Ms. Karishma Desai.

Address by Wing Commander Snehal S. Kamat

31st July 2017

The Career and Placement Cell of VVM's Shree Damodar College of Commerce & Economics organized an interactive session by **Wing Commander Snehal Kamat, Indian Air Force** on 31st July 2017. It was a proud moment for the faculty members as an Alumnus of Shree Damodar College who graduated from The First Batch of BCA

Programme marched ahead to join The Indian Defence Services.

Principal Dr. Prita D. Mallya welcomed Wing Commander Snehal Kamat to the campus and addressed the students' gathering, stating that they should grab the opportunity to know about the Defence Services in general and Indian Air Force in particular from someone who has made the journey from Damodar Campus to the Indian Air Force.

Wing Commander Snehal Kamat said he was overwhelmed to be in the campus and expressed his gratitude toward his parents and teachers for his success. He mentioned that he was always fascinated by the uniforms of Services personnel, and now it gives him proud feeling that he is serving the Nation, especially in an area filled with challenges. He gave an insight of the entire process of selection for joining The Indian Air Force and mentioned that the five day selection process is a tough process which is very difficult to get through to join the training session of one year. He further added that anyone who undergoes the selection process and training will be trained to face challenges of life courageously and will succeed in any situations.



Through his address, Wg Cdr Kamat motivated students to join The Indian Air Force and briefed students about the different areas which they can consider as career options. He advised students to never give up without trying and to always have right attitude towards life. This attitude has helped him to face the difficulties in tough situations of life. The address concluded with wing commander answering the queries of the students.

Mr. Gajanan Nial introduced Wg Cdr Snehal Kamat to the students at the beginning of the session and the Vote of Thanks was proposed by Ms. Namita Neurenkar. The session ended with the National Anthem.

Faculty Presentation Series 2017-18

The Research Cell of the College initiated the **Faculty Presentation Series** from the academic year 2017-18. Every week one teacher makes a presentation of recent developments in his or her respective field with all the faculty members as the audience. The purpose of the series is to enhance and share knowledge.

Ms. Sharmila Kunde, Department of Information Technology made the first presentation on 13th July 2017. The topic was **Emerging Technologies that will Transform our World**. Ms. Kunde spoke on developments made by Microsoft on **HoloLens**. Microsoft HoloLens, known under development as **Project Baraboo**, a pair of mixed reality smart glasses developed and manufactured by Microsoft, is a self-contained holographic computer, enabling the user to engage with digital content and interact with holograms in the world around. Microsoft HoloLens enables you its user with content and information in the most natural ways possible. All the faculty members appreciated the presentation.

The second presentation was by Ms. Gauravi Keny, Asst. Professor, Department of English on 21st July 2017. She made a lively presentation on **The Woes of Indian English**. The lecture was about common mistakes people make in using the English language in India. She stressed three aspects of language, viz. grammar, pronunciation and spelling. The session was appreciated by all those present and she was requested to have some more presentations.

Dear Readers,

With the commencement of rigorous academic activities, the College also organized and conducted many significant curricular and co-curricular activities in the month of July. We hope to present these noteworthy achievements through this edition of the E-Newsletter.

Mr. Gajanan Nial
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Ms. Sheetal Kavlekar
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