



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

E-Newsletter

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Mr. Gajanan Nial – Editor



Session on Habits of Successful People

4th September 18

A session on **High Performance with the theme Habits of Successful People** was organized for academically bright SY and TY B.Com, BCA and BBA(FS) girl students from underprivileged backgrounds.

The Program was designed to:-

- Helps students understand how to work together and increase their performance
- Foster communication between participants
- Stimulate brainstorming among participants under duress
- Implement team strategies as per drawing board planning,
- Ensure complete participation of each & every member in achieving Team Objectives.
- Focus on the importance of dependence on other team members and valuing every member in the team.
- Trust team members to assist one with the task at hand.
- Stimulate creativity to achieve team goals,
- Bring out leadership qualities in participants



The program was conducted by "SATYAKAM" as a part of their CSR activity. The resource person, Mr. Jude Cardozo, introduced the theme of the event i.e. Habits of Successful People. This was followed by introduction of each participant. The session included sharing of ideas and activities on topics such as setting goals, desire, focus, determination, dedication, discipline, planning, perseverance, positivity, integrity, agility, fitness, temperament and time management. The students were told how one can achieve success by inculcating the above qualities and habits.

The students were also made to solve Sudoku puzzle to judge their analytical skills which was followed by a destressing session using laughter therapy. The session ended with lunch and refreshments. 30 students of Third Year and Second Year B.Com, BCA and BBA(FS) attended and benefitted from the programme. The session was well received by the students. They were happy to participate and have given positive feedback on the way the sessions were planned and executed.

Gurukul 2018

5th September 18

On the occasion of Teachers' Day, the **M. Com Department** conducted Gurukul - a departmental activity where students of M.Com Part II conducted lectures for students of M.Com Part I under the guidance of the respective subject teacher. Students were evaluated by the concerned teacher.

The activity was conducted with the aim of providing teaching exposure to M.Com Part II students and also giving M. Com Part I students an opportunity to learn presentation skills through demonstration by the M.Com Part II presenters.



The list of students who participated:

Name of the Student	Subject
1. Mr. Shrey Kulkarni	Managerial Accounting
2. Ms. Veronica Pereira	Security Analysis and Capital Markets
3. Ms. Royline Sequeira	New Venture Creation
4. Ms. Zeba Ali Faniband	Fundamentals of Financial Services

All students of the Department appreciated the activity and gained through the experience.

Teachers' Day Celebration

5th September 18

The Students Council of the College organized Teachers' Day celebration marking the birth anniversary of Dr. Sarvepalli Radhakrishnan on 5th September 2018 in the Multipurpose Hall.

The students expressed their gratitude and appreciation for their teachers by decorating the staffrooms and Principal's and Vice Principal's cabin on the previous day.



As a mark of respect to Dr. Saravpalli Radhakrishnan, the Principal and the teachers garlanded his portrait. Every teacher was given a flower and a chocolate when entering the hall, followed by a cultural programme. The students made all the preparations with complete energy and excitement. There were various games organized for the teachers. The students gave handmade cards prepared by them to their teachers. On this occasion, two retiring faculty members Ms. Lydia Menon, Assoc. Prof. in Economics

and Ms. Nirmala Gopinath, Assoc. Prof. in Commerce were recognized for their contribution towards the College.

The programme ended with the cake-cutting ceremony.

Guest Lecture on the Business of E-waste Management

6th September 18



A guest lecture was held for SY B.Com Business Environment students on 6th September 2018 from 12:00 pm to 01:00 pm on the topic “Business of E-waste Management”. The resource person for the guest lecture was Mr. Soham Prabhu, Proprietor of Global E-waste Management

Systems. Mr Prabhu has done B.E in Computers. He has worked as a Network and Backup Storage Engineer, AXA Technologies Shared Services, Bangalore. He obtained his e-waste license in 2014. In December 2016, Global E-waste Management Systems was formed as the first company in Goa to be authorized by GSPCB to collect and dismantle e-waste. The resource person was introduced and welcomed by Asst. Prof. Averyl Pires.

Mr. Prabhu introduced his business to students as the only dismantlers of e-waste authorized by the Goa State Pollution Control Board. After obtaining license for this business in December 2016, they have provided their services to Corporate and government organizations like Smartlink, Finolex Cables Limited, Schiffer and Menezes India Private Limited, UB group, Citizen Credit Co-operative Bank Limited and Department of Commercial taxes, Government of Goa. He then introduced the concept of e-waste as any electronic products that have become unwanted, non-working and have reached the end of their useful life. The various sources of e-waste at home, hospitals, Government offices and private sector areas were discussed. Further, he briefly explained the business environment of his e-waste management system.

The resource person explained the trends of e-waste wherein India has emerged as the fifth largest electronic waste producer in the world. Computer devices account for nearly 70% of e-waste, with the contribution of telecom sector being 12%, medical equipment being 8%, and electric equipment being 7% of the annual e-waste production. India’s production of e-waste is likely to increase by nearly three times, from the existing 18 lakhs metric tons (MT) to 52 lakhs MT per annum by 2020 at a compound annual growth rate (CAGR) of about 30%. A mere 1.5% of India's total e-waste gets recycled due to poor infrastructure, legislation and framework which leads to a waste of diminishing natural resources, irreparable damage of environment and health of the people working in industry. Over 95% of e-waste generated is managed by the unorganized sector and scrap dealers in this market. He also explained the various hazardous components of electronic items that can affect human life and need to be recycled.

Mr. Prabhu explained to the students his struggle to find a job after he completed his B.E. In Bangalore he started his first job in AXA Technologies Shared Services for which there were around 3000 candidates who had applied for it. He stressed that students should not wait to work under someone, but innovate and start their own business. He highlighted the importance of job satisfaction, market study, responsibility and persistence on a regular basis with the same level of motivation which will definitely take them to higher levels of success.

Students put forth a number of queries about type of licenses that need to be obtained, process of registration, partnership for business, actual role of his business, how the e-waste is treated, funding for his business, Government schemes for business etc. The vote of thanks was proposed by Ms. Praseedhi Naik. This lecture was attended by a total of 37 students. The session was enlightening and a good motivating factor for students to find a suitable area to start a business.

Session on Digital Marketing

8th September 18



The **Computer Science Dept.** of the College conducted a session on **Digital Marketing** on 8th September for the SY & TY BCA students. The resource person for the session was Ms. Juwelia Fernandes, an alumna of the College and presently working as a Digital Marketing Analyst at DistribuTech LLC, Dubai-UAE.

The session covered the following topics:

Introduction: The introduction was based on “Transfer of Industry Knowledge” as a key takeaway from the session. The evolution from hunter-gatherer age, to agrarian age, industry age and now to the technology age was showcased to put forth the importance of being in pace with the technology / information world.

The 4 Blocks for any Business Unit – Customer Engagement, ERP Solutions, Efficiency Solution and Cyber Security & Threat are the major components for any business unit and the objective of each is to create value to the stakeholders.

Digital Marketing - Concept & Opportunities Available – In this module, the Customer Life Cycle Journey (Acquire, Engage, Retain, Advocate, Retarget) and the concept of Communicating value to the customers using digital channels was covered in detail, along with explaining the various channels of digital communication (onsite and offsite channels of communication).

As per their skill set and interest, how one can take up digital marketing as a career was opened up to the students and a snippet on the Job profiles in the Digital Marketing industry was discussed.

Relation between the BCA programme & the Corporate World – A key discussion was mapping the course subjects to industry demand. As BCA students, how they already have an upper hand and

more exposure to the real life industry demand was conveyed.

The session concluded with a Q&A session. A highly interactive response was received by the students during this open Q & A session. The session was very well appreciated by the students as it opened up another avenue for them to consider as a career option.

Session on Plantation

10th September 18



The Nature Club of the College organised a session on 'Plantation' for the First year students of B.Com, BBA(FS) and BCA in room no. 214 on 10th September 2018 at 10.00am.

The speakers for the session were Mr. Aditya Kessarker and Mr. Viplav Prabhugaonkar, alumni of the College and Founders of GHK's Sprouting Dreams, Margao.

The session highlighted the need of growing plants, how to carry out plantation, elements to be considered like terrain, soil texture, maintenance of appropriate distance while undertaking planting, significance of planting and taking care of plants. A live demonstration on planting of flowering plants was also shown to the students.

It was an interactive session and the students responded well. A total of 75 students attended the session and it ended with the vote of thanks by Dr. Vishal Chari at 12.15 p.m.

Guest Lecture on Advertising and Sales Management

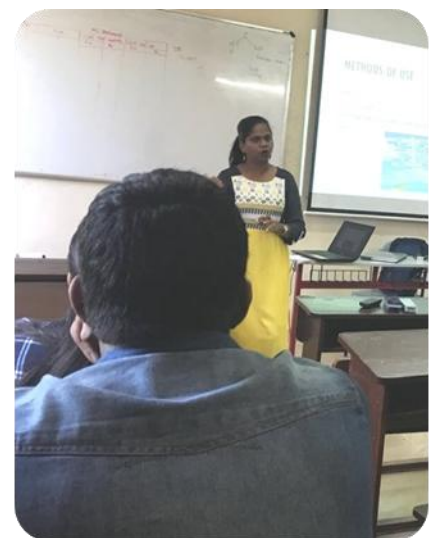
11th September 18

A guest lecture on **Advertising and Sales Management** was organized for the M.Com Part II students on 11th September 2018 at 1.15 pm. The Resource Person for the session was Ms. Larissa Vaz, Odyssey Navigator, Karma Group, Goa.

Ms. Vaz began with the discussion on the concept of 'timeshare'. She briefly explained the introduction and development of the concept of timeshare. She then elaborated about the marketing mix of the Hotel Industry in detail.

She explained how the 7 Ps - Product, Price, Place, Promotion, Process, Physical Evidence and People are very important in marketing, especially in the service industry. The following was discussed:

- Product – difference between core and supplementary products



- Price – is based on demand and supply and on and off season
- Place – preferably near the beach or airport
- Promotion – social media, road shows, diaries with pictures of members, charter flights
- Process – housekeeping is more of a challenge in timeshare due to the provision of a kitchen. Also, ease of booking of hotel room is considered, eg. Booking through websites like yatra.com, ibibo.com and makemytrip.com.
- Physical evidence – includes the infrastructure, lobby room, swimming pools, restaurants, etc
- People – the employees who work in different departments such as Accounts, Human Resource, Learning and Development are an important part of the marketing mix.

Ms. Vaz enlightened the students about the new and upcoming types of hotels such as Concept Hotel such as Hardrock Hotel and Planet Hollywood, Adults Only Hotels which are only for couples, Women run hotels and Pod Hotels.

Ganesh Chaturthi Celebration

11th September 18

The Recreation Cell of the College organized a celebration on September 11, 2018 on the occasion of Ganesh Chaturthi. The teaching and non-teaching staff of the institution joyously participated in the celebration with festive attire. The venue was beautifully decorated.

To bring in the festive spirit, many of the staff and students performed which brought in a lot of cheer to everyone: Dr. Sheetal Arondekar and Ms. Usha Gauncar mesmerized the audience with their beautiful voices; Ms. Gargi Bhat performed a Bharatnatyam dance while Mr. Mayuresh Adsul shared some incidents of his life. Ms. Dyanada Prabhudessai from F.Y.B.Com (D) recited a poem on Ganesh Chaturthi while Harini from S.Y. B.Com (C) played the veena.

The staff brought in goodies such as puri bhaji, idli sambar, modak, peda, pais, mandgane, kokum drink, nevrयो, chakli and other snacks which were enjoyed by all. The celebration put everyone in the right festive spirit to welcome Lord Ganesha into our homes.



Guest Lecture on Financial Reporting and Analysis

The BBA(FS) Department organised a guest lecture on **Financial Reporting and Analysis** for Final Year students for the Financial Statement Analysis course. The guest faculty was CA. D. Shravan Swarup, Partner at Marathe Rao & Swarup, Chartered Accountants.

CA. D. Shravan Swarup emphasized the importance of maintaining financial statements in an organization, the various tools of analysis such as Common Size statement, Comparative Statement and Ratio Analysis used by a company for the purpose of analysis. The session ended with a practical exercise of analysing financial statement of Infosys Ltd. The students were also educated about the items to be taken into consideration while selecting the tool for financial statement analysis. Students clarified all their doubts during an open interaction at the end of the session.

A total of 23 students of TY BBA(FS) and 07 students of FY BBA(FS) attended the talk. The teachers in charge were Ms. Cinola Vaz and Ms. Grishmi Thakur.

Certificate Course in MS Excel in Finance

13th August - 11th September 18

BBA(FS) department of the College organized a Certificate Course in '**MS Excel in Finance**' for students of SY BBA(FS) from 13th August to 11th September 2018.

The resource person for the certificate course was CA. D. Shravan Swarup, B.Com, ACA, DISA(ICAI), Partner at Marathe Rao & Swarup, Chartered Accountants. The topics covered were keyboard shortcuts and navigation in Excel, building flexible formulas in Excel, which included absolute referencing, preparing financial statements, data management and analysis, data sorting and filtering. The course also covered creating macros, data validations, trial balance mapping and also spreadsheet macro creation, other financial functions. The Excel course in Finance was conducted in two batches for 20 days for three hours a day. The written exam was conducted on 22nd September, 2018. A total of 55 students of SYBBA(FS) completed the certificate course.

Programme on District Level Youth Parliament

19th-20th September 18

Nehru Yuva Kendra Sangh, an autonomous organization under the Ministry of Youth Affairs and Sports, Government of India, along with United Nations Development Programme New Delhi organized a Two Day Programme 'District Level Youth Parliament' at the Conference Hall of Fatorda Stadium, Margao, Goa on 19th and 20th September 2018.

The objective of the programme was to develop a broad understanding of procedures and provide insights into the working of Parliament and also to develop leadership qualities among youth to enable them to realize their full potential, and in the process, to contribute to nation building.

Four students from BBA(FS) programme namely Miss Nashoma Kunjithar, Miss Tejal Kushwa, Mr. Wilroy Vesly Luis and Mr. Sanford Domnick Luis got an opportunity to participate in the programme.



The programme began with an orientation on Parliamentary procedures including the functions and responsibilities of the principal arms of government and the stakeholders followed by a session on unemployment and health issues pertaining to Goa by Mr. Tanmay Acharya from United Nations Development Programme, New Delhi. The day wound up with an explanation on the Methodology for conduct of simulation / Parliament.

On the second day, the participants were enlightened about the Parliamentary proceedings followed by a Mock Simulation/ District Youth Parliament.

The Two Day Programme was informative, as the students got a platform to showcase their leadership skills and also got an opportunity to have diversity in ideas. Moreover the program enhanced the students' knowledge and awareness of the Constitution and laws of India.

The programme will help create educated, informed and socially responsible youth.

Attended Master Class on Entrepreneurship	20 th September 18
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Four Teachers namely, Dr.Shami Pai, Mrs. Namrata Haldankar, Mr. Ainsley Bernard and Mr. Mayuresh Adsul attended Master class on Entrepreneurship organised by Department of Higher Education (DHE), at Panjim on 20th September

Runners-Up at Inter-Collegiate Basketball Championship (Women)	19 th -21 st September 18
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The Inter-Collegiate Basketball Championship (Women) of Goa University was held at Dr Shyama Prasad Mukherjee Indoor Stadium Taleigao from 19 to 21 September 2018. More than 15 teams took part in this tournament.

After winning all the preliminary matches against different colleges, Shree Damodar College reached the semi-finals. In the semi-final match, Shree Damodar College played against Dempo College, Panjim. Shree Damodar College emerged victorious with the final score 28-16. The final match was

held on 21 September 2018 against St.Xaviers College. Shree Damodar College of Commerce & Economics Secured Runners-Up Position in the Championship.

Mr. Ajinkya Kudtarkar was the Manager of the team, while Mr. Mano Shelke assisted the team.

Dr. Prita Mallya, Principal of the College, and Mr. Vikram Verlekar Chairman of Vidya Vikas Mandal Sports Council, congratulated the Manager, Mr Habib Shaikh (Sports Secretary), Ms. Rachael Raposa (Captain) and all the team players for their achievement in the tournament.

The members of the College Women's Basketball team were:

1. Rachel Raposa (Captain)
2. Franzila Rodrigues
3. Xuxa Velho
4. Rinky Naik
5. Danali Mascarenhas
6. Quinsha Fernandes
7. Maleah Fernandes
8. Melencia Lazaro
9. Cardozo Chelcy Zenevin



Guest Lecture on Importance of Cost Audit in Industry

22nd September 18

A Guest Lecture was held for students of Cost Audit (Major 3) on 22nd September 2018.

The guest faculty CMA Rammohan Menon highlighted the importance of Cost Audit in Industry. He laid emphasis upon the motive behind conducting cost audits. The session covered practical aspects of cost audits, and students got an insight into how the cost audit is actually conducted in the firms; they were also provided with the different formats

and forms that are a part of Cost Audit process. The entire Audit process of Goa Shipyard was discussed during the session. 36 students attended and benefitted from the session.



Talk on I, We and You for Better Nation

22nd September 18

The **Value Education Cell** organized a talk on 22nd September 2018 on the topic **I, We and You for Better Nation**. The talk was conducted in two sessions from 10:00 am to 1:00 pm at Ganesh Daivajna Hall by Fr. Lyndon Rodrigues and his team consisting of 15 members.

The team members emphasized the importance of having unity among all the religions. They conveyed this message through prayers, Mime and Street plays.

All FY B.Com, BCA & BBA(FS) students attended the talk.

Talk on Importance of Medical Plants

22nd September 18

The Nature Club organized a talk for its members on 22nd September 2018. The Resource person for the session was Dr. Sangram Keshari Das, Professor and Head of Dravyaguna Vijnana, Gomantak Ayurveda Mahavidalaya and Research Centre, Shiroda Goa. 34 students from B.Com, BCA and BBA(FS) attended the session. To begin with, Dr. Das enlightened students about the medicinal plants of the world, India and Goa.



Secondly he also explained about local medicinal plants and the importance of each. For e.g. Amla, Brahmi, Banyan tree, Kirayata, Neem, etc. Students also got an idea about the uses of various medicinal plants in their surroundings and how they can be used to cure simple health issues.

Industry Interaction Programme

29th September 18

The second session of the **Industry Interaction Programme** for the academic year 2018-19 was held



on 29th September 2018 at 11.00 am. The Resource person for the programme was Ms. Blossom Rebello, Finance Executive at Royal Orchid, Pedda, Varca Salcete- Goa. The session was attended by the students of M.Com Part I and II and the M.Com faculty.

The Programme began with Asst. Prof. Mr. Frazer Taylor introducing the resource person.

Ms. Rebello actively interacted with the students on the topic 'Overview of Hospitality Industry and Hotel Accounting'. She discussed in greater detail the

various segments of the hospitality industry i.e. Food & Beverages, Travel and Tourism, Lodging and recreation. The resource person also spoke about the global issues and challenges in the hospitality industry.

On a broader level, the departments of a hotel can be classified as the front office and back office. It can be further categorized into various individual departments such as Finance, Purchase, Sales, Food & Beverage production, Reservation, Kitchen stewarding etc. Apart from this, the resource person also mentioned that the hotel industry offers several job opportunities and highlighted certain departments that would ideally suit M.Com graduates.

The resource person gave insights into the internal operations of a few departments i.e. Human Resource department, Purchase department and Accounts department. She discussed about the recruitment process, performance appraisal, rewards & recognition and various other activities conducted for the employees such as sports, movie screening, games etc. She also elaborated upon the purchase cycle, purchasing process and the principles of purchasing.

The finance department comprises of two major sections i.e. Accounts receivables and Accounts payables. The hotel may follow centralized or decentralized system of 'On Property Accounting'. The tasks of the Accountants are clearly defined into three major branches of Accounting i.e. Financial Accounting, Cost Accounting and Management Accounting.



The revenue generating activities of a hotel consists of the following:-

- 1) Room revenue comprises 60% of the total revenue
- 2) F & B revenue comprises 30% of the total revenue
- 3) Minor operating department revenue comprises 10% of the total revenue

Hotels prepare the budget monthly or annually. The budget is specified well in advance for every department. All efforts are made by the departmental heads to keep the cost below the budgeted limit. In the end, the forecasted budget is compared with the actual results and the reasons for deviation are identified. Ms. Rebello's presentation concluded with an interactive session with the students. The Programme ended with a vote of thanks proposed by Ms. Royline Sequeira, student of M.Com Part II.

Niti-Samvaad 2.0

28th-29th September 18

‘India’s economic reforms have provided a good opportunity for venturing into new ideas and experimenting with business and entrepreneurship’, remarked **Mr. Dhruv Rajani, Financial Consultant and Entrepreneur**. Mr. Rajani was the Chief Guest at the inaugural session of ‘Niti Samvaad 2.0’ the National Undergraduate Student Colloquium and Competition organized

by VVM’s Shree Damodar College of Commerce & Economics, Margao. In his inaugural address, Mr. Dhruv Rajani presented a brief history of the recent changes in the Indian economy related to trade, Balance of Payments, demonetization, GST, inflation, GDP, petrol prices, foreign policy and their implications. He also emphasized the need for entrepreneurship amongst the youth in order to promote self-employment.

Principal Dr. Prita D. Mallya welcomed the gathering and Dr. Manoj Kamat, Convenor of Niti Samvaad familiarized the audiences with the theme of the Colloquium.

Niti Samvaad is a unique research-based event for Undergraduate students, organized by Shree Damodar College. The participant colleges had to select any one of the following topics: - ‘Issues Plaguing the Indian Banking Sector’ and ‘Has the Start-Up Revolution Really Started?’ The Colloquium and Competition was conducted in three rounds. The first round was the pre-qualification off-line round, where a panel of judges independently evaluated the submissions and five teams qualified for the finals. The qualifying teams were Christ University, Bangalore, R. A. Podar College, Mumbai, St Xavier’s College, Mapusa, Carmel College, Nuvem and Chowgule College, Margao.

Round 2 was the technical round, wherein the qualifying teams made a formal technical presentation and answered questions from the judges and the audience at large. Mr. Suhas Mallya, Mr. Rajendra Kumbharjuvencar and Mr. Vasant V. Sail were the judges.

Round 3 was a 7-minute non-technical presentation. The selected teams made a presentation aimed at the layman. The judges for this round were Mr. Amber Kamat, Adv. Rajiv Shinkre and Mr. Siddesh Bhagat.

Niti Samvaad 2.0 introduced a new session – a Panel discussion of the guiding teachers along with industry representatives. The judges for this round were Ms. Mridula Goel, Mr. Kedar Phadke and CMA Rammohan Menon.

Mr. Rajkumar Kamat, the President of Goa Small Industries Association presided over the Prize

distribution and Valedictory function on the second day of the Colloquium. In his speech he stressed upon the importance of passion and advised the students to be passionate about whatever they decide to take up as a career. Mr. Kamat recounted some of his firsthand experiences in mentoring entrepreneurship in Goa.

At the end of Niti Samvaad 2.0, Christ University, Bengaluru were declared winners. St Xavier's College, Mapusa and R.A Podar College, Mumbai bagged the second and third place respectively.

Individual category winners were:

Best Speaker – Technical Round: Ms. Lynessa Linson, St. Xavier's College, Mapusa

Best Speaker – Non-Technical Round: Ms. Deeya Chabra, R A Podar College, Mumbai

Best Research Paper: R A Podar College, Mumbai

Best Guiding Teacher: Dr. Girish S., Christ University, Bengaluru

Best Q&A session: Christ University, Bengaluru

Most Innovative Policy Prescription: Christ University, Bengaluru

Dear Readers,

As any other period of the year, the month of September was also packed with curricular, co-curricular and extra-curricular activities conducted by various Cells, Councils and Departments of the College. .

We are delighted to present the reports of the above activities and achievements through this edition of the newsletter.

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