

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



April-May 2023

Volume 15 Issue 10

E-Newsletter

NET/ SET Coaching in Paper I and II (Commerce)

30th July 2022 to 15th April 2023



VVM's Shree Damodar College of Commerce & Economics Margao, Goa



Affiliated to Goa University
 Accredited by NAAC at 'A' Grade (CGPA of 3.03 on a 4-point scale)



P.G Department of Commerce (M.Com)
 in association with the Career Cell and Placement Cell



Organizes

NET/ SET COACHING IN PAPER I AND PAPER II (COMMERCE)



NET/SET

- 30th July 2022 Onwards**
Every Saturday
- 9.00 am to 10.00 am**
- Classroom T-302**

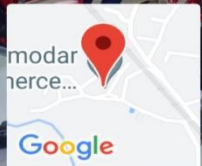
Dr. Prita D. Mallya Professor and Principal	Ms. Seema Dharani M.Com Program Co-ordinator	Ms. Valencia Baptista Teacher In-charge	Ms. Sushrusha Khandekar Career Cell Convenor	Dr. Edwin Barreto Placement Cell Convenor
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The Postgraduate Department of Commerce along with the Career & Placement Cell organized NET/ SET Coaching in Paper I and II (Commerce) for the M.Com-II students, every Saturday from 30th July 2022 to 15th April 2023. The objective of the Coaching was to prepare students to answer the NET/SET Exam, which is the eligibility requirement for entering the teaching profession at the College/University level.

The following faculty members of the PG Department of Commerce covered different subjects in the two papers. In Paper I, Ms. Valencia Baptista covered Teaching Aptitude, Research Aptitude, Comprehension, and People, Development & Environment, while Ms. Edrea Picardo covered Communication, Mathematical Reasoning & Aptitude, and Logical Reasoning. Mr. Myron Fernandes covered Information and Communication

Technology and Higher Education System, and Ms. Premlata Prajapat covered Data Interpretation.

In Paper II, Ms. Valencia Baptista covered Business Statistics and Research Methods, Income-tax and Corporate Tax Planning, Accounting and Auditing, Business Economics, Business Finance, Business Management, Human Resource Management,



Margao, Goa, India
 Govind Ramnath Kare Road, Tansor, Comba, 7XF2+HP8,
 Margao, Goa 403601, India
 Lat 15.274013°
 Long 73.951789°
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and Marketing Management, while Ms. Edrea Picardo covered Business Environment and International Business. Ms. Premlata Prajapat covered Banking & Financial Institutions and Legal Aspects of Business in Paper II.

28 students benefited from the sessions.

Online Certificate Courses

9th January to 9th March 2023



The Department of Management Studies encouraged the SY BBA(Financial Services) students to pursue online certificate courses titled ‘Projects Cost Management, Estimating, Budgeting and Control’ and ‘Corporate Debt Restructuring and Bankruptcy’ as a part of their Internal assessment in the courses of Cost & Management Accounting and Corporate Restructuring respectively. Students were

given a time span from 09-01-2023 to 09-03-2023 to complete the certificate course.

The online certificate course comprising on-demand video lectures was offered by Udemy - a global leader in virtual education, boasting more than 54 million students, 204,000 courses, and 71,000 instructors teaching courses in over 75 languages as of July 2022. The online certificate course was also offered by reputed corporations like NASDAQ, Volkswagen, etc., to their employees.

All the students received their e-certificates from Udemy on their registered e-mail IDs. Ms. Abigale Rodrigues and Mr. Mayuresh Adsul, Assistant Professors in Commerce, Department of Management were the in-charge faculty for the same.

81 students completed the course in Projects Cost Management, Estimating, Budgeting, and Control and 78 students completed the course in Corporate Debt Restructuring and Bankruptcy.

30 Hours Certificate Course: ‘Foundations of Digital Marketing’

14th January to 20th March 2023

Golden Jubilee Celebrations
 VVM's Shree Damodar College of Commerce & Economics
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Post Graduate Department Of Commerce Organises

30 Hours Certificate Course

Foundations of Digital Marketing

For M.com Students

14th January 2023 onwards

2 :00 pm to 4.00 pm (Tuesday and Wednesday)
11.30 am to 2.30 pm (Saturday)

Smart Classroom

Prof. Prita D. Mallya
 Principal and Professor

Ms. Twinkle Fernandes
 Program Coordinator

Trainer: Mohsin Shaikh,
 Founder Director at Haztech

Ms. Valencia Baptista
Ms. Premlata Prajapat
 Teachers Incharge

The Postgraduate Department of Commerce conducted a 30-hour certificate course, "Foundations of Digital Marketing," for M.Com students from 14th January 2023 to 20th March 2023. The training sessions took place on Tuesdays and Wednesdays from 2:00 pm to 4:00 pm and on Saturdays from 11:30 am to 2:30 pm. The primary objective of the course was to equip students with digital marketing skills, enabling them to apply their knowledge in practical settings, including starting their own businesses. The training sessions were delivered by Mr. Mohsin Shaikh, CEO and Founder of Haztech.

The practical training covered in the course was based on the following topics:

- 1) Making of logo and poster on Canva and a page on Instagram and Facebook and creating a Sostac report.
- 2) Google My Business
- 3) Facebook Page
- 4) Google Website (Free)
- 5) Paid Campaigns
- 6) Google Ads
- 7) Posting on Pinterest to market one's business
- 8) Web Development
- 9) Email Marketing
- 10) Google Analytics -To create an account, <https://www.google.com/analytics/>
- 11) Off-Page Optimization - 2 types of SEO - on-page SEO and off-page SEO.



The students learned to create an Instagram page for their business as well as to market their business through such a platform. Throughout the course, Mr. Mohsin encouraged students to ask questions and clear their doubts related to various aspects of digital marketing.

On 3rd April 2023, Mr. Mohsin conducted a 50-mark test based on the course content. 71 M.Com students completed the 30-hour certificate course.

Coaching Camps for Sports

30th January to 3rd April 2023



To prepare the College players for the upcoming Intercollegiate Championships, the Department of Physical Education and Sports organized several coaching camps from January 30th to April 3rd, 2023. These camps aimed to enhance the students' skills and fitness levels, ensuring that they were well-equipped to participate in the championship events.

The Details of the coaching camp are as follows: -

Sr. no.	Sports	Gender	Dates	Number of Students
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1	Baseball	Men	30/01/23 to 13/02/23	13 Men
2	Hockey	Men	30/01/23 to 21/02/23	13 Men
3	Kabaddi	Men	11/02/23 to 27/02/23	12 Men & 12 Women
4	Cricket	Men Women	28/02/23 to 29/03/23 09/03/23 to 03/04/23	16 Men & 14 Women

Excellence in Cricket

10th March to 6th April 2023



The College participated in the Inter-Collegiate Cricket Championship organized by Goa University from March 10th to April 6th, 2023. The SDCCE team played exceptionally well and qualified for the semi-finals after defeating V.M. Salgaoncar College of Law, Miramar in the quarters. Of 44 colleges that participated, our college made it to the semi-finals, where we played against Government College Khandola but unfortunately did not qualify.

Name of the participants

Sr.no	Name	Sr.no	Name
1	K.R. Krishnanunni	9	Kushal Vidya
2	Sanath Nevagi	10	Shubham Gajinkar
3	Ayush Verlekar	11	Sachin Zarambekar
4	Kaushal Hattangadi	12	Harshad Naik Gaonkar
5	Samprabh Phaldesai	13	Vedant Patil
6	Omprakash Lenka	14	Rohan Naik
7	Saiesh Satardekar	15	Deep Kasvankar
8	Mithil Karekar	16	Vignesh Raikar

E-Waste Collection Drive

20th March to 1st April 2023



To commemorate Global Recycling Day, the NSS unit in collaboration with Vasundhara (Green Club) organized an E-waste collection drive from 20th March to 01st April 2023. The purpose of celebrating this day was to raise awareness about the importance of recycling e-waste and encourage people to adopt sustainable practices in their daily lives.

The students were given instructions to submit any E-waste generated by them to any

one of the NSS Programme officers. A total of 09 students submitted the E-waste which included an induction cooker, computer accessories, TV remote, mobile, mobile chargers, etc,

The activity was coordinated by NSS PO- In charge Mr. Gajanan B. Haldankar, NSS PO, Mr. Sanjay Velip, NSS PO, Ms. Namrata Ugvekar, and Convenor of Vasundhara (Green Club) Ms. Stesa Pereira.

Kavya Umali - Poetry recitation competition

29th March 2023



The Annual Konkani Poetry Competition "Kavya Umali" was organized by the Cultural Council in association with the Readers' Club on 29th March 2023 from 3:00 - 5:00 pm in the Smart classroom. This competition marked the revival of the event after a gap of 3 years, and it was a platform for 15 budding poets to showcase their talent in the Konkani language and contest for the Lapit Shield for the Best Konkani Poet.

The competition commenced with a warm welcome address by Vice Principal Dr.

Edwin Barreto, followed by an overview of the competition by the Cultural Council Convenor, Ms. Samiksha Vengurlekar. The participants enthusiastically recited pre-existing poems, displaying their poetic expertise and creativity. The judges were our ex-students and renowned Poets, Ms. Dnyanada Prabhudessai and Ms. Mruga Naik, who had the challenging task of evaluating the performances. After much deliberation, the results were announced, and the winners were awarded medals and certificates for their outstanding performances.

Ms. Jeslina Natasha Azavedo of TY B.Com emerged as the winner, securing first place, while Ms. Dimple Tavde secured second place and Ms. Unnati Sarmalkar secured third place. Ms. Sharvari Bhatikar and Ms. Nandita Borkar were awarded the first and second consolation prizes, respectively, for their commendable performances.

The event concluded on a high note with the judges reciting their self-composed melodious poems, captivating the audience with their artistic brilliance. Principal Prof. Prita D. Mallya extended her gratitude in the Vote of Thanks, acknowledging the efforts of all the participants, judges, coordinators, and organizers who made the event a grand success.

The event was coordinated by Ms. Shambhavi Gaonkar under the guidance of the Cultural Council Convenor, Ms. Samiksha Vengurlekar.

Field Trip

29th March 2023

The Yuva Tourism Club organized a field trip for its members on 29th March 2023. 30 students accompanied by Assistant Professors Ainsley Bernard and Sushrusha Naik Khandekar were a part of the field trip. The students visited the DHAROHAR-National Museum of Customs & GST, Panaji as well as the Archaeological Museum, Old Goa. The students were given guided tours of both museums.



The National Museum of Customs & GST is the first museum of its kind that depicts the rich history of Indian Customs. The museum exhibits a variety of seized goods, antiques, and customs heritage. The Archaeological Museum contains many important and beautiful artifacts of the Portuguese rule in Goa. The museum also boasts a collection of stamps, religious artifacts, and other prized treasures. The aim of the study visit was to inculcate among the students an

understanding of India's glorious history and promote Goa as a tourist destination.

Leadership

29th March 2023



The FY Certificate Course Committee organized a session on “Leadership” as a part of the Certificate Course in 21st century Life Skills for the students of FY BBA(FS), FY B.Com, and FY BBA on 29th March 2023 from 4:40 pm to 5:35 pm in the F 402 Classroom, 4th Floor. The Resource Person for the session was Mr. Sujay Rao, Entrepreneur, Motivational Trainer. The objective of having a session on leadership for the students is to help them develop

important skills and qualities that are necessary for success in various aspects of life, including academics, career, and personal relationships. A total of 23 students attended the program.

The training session commenced by exploring the fundamental concept of leadership, its significance, and how it impacts the success of an organization. The trainer elaborated that leadership entails inspiring and guiding others towards a shared goal, and the ability to motivate and empower individuals to perform their best. The various leadership styles were discussed, including democratic, autocratic, and laissez-faire, and how they impact team productivity and morale. In addition, the resource person highlighted the key leadership qualities, which included reliability, responsiveness, competence, and accessibility. The speaker also emphasized the importance of having a clear vision as a leader, and how it can inspire and guide a team towards success.

The session also included practical exercises and group activities. The students were divided into groups and given tasks, which required them to work collaboratively and use their leadership skills. The trainer provided feedback and guidance during these activities, and the students were encouraged to share their experiences and learn from each other. The students found the session very informative and enlightening. The session ended with a Vote of Thanks proposed by Ms. Mahek Shaikh, a student of FY BBA(FS)-A. Asst. Prof. Vinaya Kirloskar was the teacher in charge of the same.



The College organized its Annual Awards Day on 30th March 2023. Mr. Deepak Bandekar, Executive Director at House of RNSB, Founder & CEO at Big Banner Entertainment, and Chairman of Goa Management Association was the Chief Guest for the function.

In her welcome address, Principal Prof. Prita D. Mallya acknowledged and expressed her heartfelt gratitude to two distinguished founder members of Vidya Vikas Mandal and Members of the Board of Management: CA. Uttam N. Bene and CA. Sheela

Gaunekar for being present at every Annual Awards Day function of the College for the past 46 years.

The Annual Awards Day function commenced with reports from the General Secretaries of the three student bodies - Mr. Atharva S Naik, Mr. Pratham Nagvenkar and Ms. Lisanna Edwarda Fernandes. They presented reports highlighting the various activities conducted by their respective student bodies throughout the year.

The annual report of the College was presented by the Principal, Dr. Prita D. Mallya. In her report, she congratulated the teachers and students for their hard work and dedication and highlighted the remarkable achievements of the College. A comprehensive overview of the various programs offered by the College, including B.Com, BCA, BBA (FS), and M.Com, was presented. The report outlined the wide range of activities undertaken by the College, including guest lectures by renowned experts, outreach activities to serve the community, industry visits to provide practical exposure, certificate courses to enhance skills, and participation in workshops and competitions to foster learning and growth.

Dr. Maithili Naik introduced the Chief Guest, Mr. Deepak Bandekar. Mr. Bandekar, in his address, extended heartfelt congratulations to the College on its Golden Jubilee year, acknowledging the remarkable journey of the institution. Mr. Bandekar highlighted the unique characteristics of today's generation, emphasizing their tech-savviness, fast learning abilities, and diverse experiences. He encouraged the students to leverage these strengths to seize opportunities and make a positive impact in their chosen fields. The Chief Guest concluded his speech with three important takeaways for the students. He urged them to follow their passion, have faith in themselves, and uphold honesty and integrity in all their endeavors. Mr. Bandekar also made a special mention of the College's vision and positive message, commending the institution and its students for their achievements in various areas, particularly in sports.

During the Prize Distribution Ceremony, students were awarded certificates and trophies for their achievements in academics, sports, NCC, NSS, and cultural activities, including the prestigious Damodar Ratna trophy presented to Ms. Roshni Khatun. The event was skillfully hosted by comperes Ms. Sheryl Sanches and Ms. Stesa Pereira and concluded with a Vote of Thanks from Vice Principal Dr. Edwin Barreto.

Session on “Curiosity, Creativity and Innovation”

31st March 2023

The FY Certificate Course Committee organized a session on “Curiosity, Creativity and Innovation” as a part of the Certificate Course in 21st century Life Skills for the students of FY BBA(FS), FY B.Com, and FY BBA on 31st March 2023. The Resource Person for the session was Ms. Amba Prabhu, Psychotherapist, and Counsellor. The objective of having a session on curiosity, creativity, and innovation for students was to encourage and develop their ability to think critically, explore new ideas, and find innovative solutions to problems. A

total of 20 students attended the program.

The Resource Person began the session by defining curiosity, creativity, and innovation. The speaker highlighted that curiosity is the foundation of creativity and creativity is the foundation of innovation. Therefore, it is crucial to develop a curious mindset to drive creativity and innovation. The speaker also discussed the importance of curiosity, creativity, and innovation in the current job market. Employers are looking for individuals who possess these skills and are innovative problem-solvers. Therefore, students need to develop these skills to succeed in their careers. The speaker suggested that students should keep asking questions, explore new things, and be open-minded to new ideas. Furthermore, they should practice brainstorming, try new things, and take calculated risks to foster creativity and innovation. In the end, the speaker conducted an activity to encourage creativity among the group members.

The speaker at the end of the session addressed the queries raised by the students. The students found the session very informative and enlightening. The session ended with a Vote of Thanks proposed by Ms, Mahek Shaikh a student of FY BBA(FS)-A.

National Level FDP on “Research Methodology & Academic Writing with Hands-On SPSS”

31st March to 8th April 2023

The Research and Development Cell, Faculty Development Cell & Department of Library and Information Science of the College in association with EdMaestro Pvt Ltd organized an Online 7-Day National level FDP on Research Methodology & Academic Writing with hands-on SPSS from 31st March to 8th April 2023. The Resource Person was Dr. Anubhuti Dwivedi, Director, EdMaestro Pvt. Ltd., Training & Consulting Company.

The Objectives of the FDP were to equip the participants with the knowledge and skills to conduct research, including identifying the right research problem, building the research framework, selecting appropriate data analysis techniques, using SPSS for data analysis and interpretation, and writing the thesis and quality research papers that are publishable in indexed journals.

Golden Jubilee Celebrations


**VVM's Shree Damodar College of Commerce & Economics,
Margao-Goa**

Accredited by NAAC with "A" Grade (CGPA of 3.03 on 4 Point Scale)
**Research & Development Cell, Faculty Development Cell &
 Department of Library & Information Science**
 In association with
EdMaestro Private Ltd.

are organising a National Level 7-Day FDP on

Research Methodology & Academic Writing with hands-on SPSS

Resource Person



Dr. Anubhuti Dwivedi
Director
EdMaestro Pvt.Ltd
Training & Consulting Company

About Resource Person

Dr. Anubhuti Dwivedi is an Academician and entrepreneur with more than 20 years of experience in teaching, consulting and research in the areas of economics, finance, strategy, behavioural science and entrepreneurship. She has a doctorate in Economics and is a double post graduate in economics and management. She is an expert in research methodology and highly skilled in analysis with research software such as SPSS, SmartPLS, E-Views, DEAP, DPIN, MaxQDA, NVivo and RStudio. She is also a Certified Mendeley advisor

Objectives:

To equip the participants with the knowledge and skills for...

1. Starting with research and identifying the right research problem
2. Building the research framework
3. Selection of appropriate data analysis techniques
4. Using SPSS for data analysis and interpretation
5. Writing thesis and quality research papers publishable in indexed journals

Topics to be covered-

Day 1: Problem Identification, Literature Review- How to perform keyword search using Google Scholar and other databases, Designing Research Framework based on Theory, Framing objectives and Developing Hypotheses.

Day 2: Measurement & Scaling, Questionnaire Designing, Introduction to Univariate & Multivariate Techniques of Data Analysis.


Day 3: Data Preparation & Basics of Working with SPSS, Cross Tabs & Chi-Square Test, T-Test, ANOVA


Day 4: Correlation, Simple & Multiple Regression, Statistical Analysis with SPSS & Interpretation of t-value, R² Multicollinearity and other results.


Day 5: Logistic Regression, Discriminant Analysis, Cluster Analysis.

Day 6: Exploratory Factor Analysis in SPSS, Introduction to Confirmatory Factor Analysis and Structural Equation Modelling (SEM)- Construct, Measurement Model, Structural Model Concept of Reliability & Validity, Path Diagram and Path Coefficient.

Day 7: Writing Thesis and Good Research Papers for Publications in Scopus/ ABCD/WoS/ABS Journal, Selecting Appropriate Journals and Identifying Fake and Predatory Journals.

 31st March to 8th April 2023

 4:00 pm to 5:30 pm

 Participants- Faculty, Research Scholars & Students

Fess- 590 (500+18%GST)
Mode- Online

Prof. Prita D. Mallya
Professor & Principal

Dr. Maithili Naik
Convener, R&D Cell

Mrs. Swati Bhat
Convener, FDP Cell

Mrs. Manasi Rege
College Librarian

Mr. Shreyas Desai
Teacher Incharge

The FDP was comprehensive and covered a range of topics including Problem Identification, Literature Review, Measurement & Scaling, Questionnaire Designing, Introduction to Univariate & Multivariate Techniques of Data Analysis, Data Preparation & Basics of Working with SPSS, Cross Tabs & Chi-Square Test, T-Test, ANOVA, Correlation, Simple & Multiple Regression, Logistic Regression, Discriminant Analysis, Cluster Analysis, Exploratory Factor Analysis in SPSS, Introduction to CFA and Structural Equation Modelling (SEM), Writing Thesis and Good Research Papers for Publication in Scopus/ ABDC/ WoS/ ABS Journals, Selecting Appropriate Journal and Identifying Fake and Predatory Journals

A total of 97 faculty members from all over India attended the FDP, with 27 being from our own institution. The participants provided very positive feedback on the FDP and expressed their interest in attending more research-related FDPs in the future.

The FDP was successfully coordinated by Dr. Maithili Naik, Convener of the R&D Cell, Ms. Swati Bhat, Convener of the FDP Cell, and Ms. Manasi Rege, College Librarian. Mr. Shreyas Desai served as the Teacher in charge of the FDP, ensuring its smooth execution.

Dental Check-Up Camp

1st April 2023

The NSS Unit of the College in collaboration with the Goa Dental College, JCI Fatorda Town, Rotary Club of Margao Midtown, and Village Panchayat of Seraulim organized a Dental Check-up Camp on 1st April 2023 at the Seraulim Church Hall from 9:30 am to 1:30 pm. The camp was a great success with a total of 75 villagers benefiting from the dental check-up. The villagers were given a thorough dental examination by experienced doctors from Goa Dental College, who were able to identify any dental issues or concerns that the villagers may have had. The event was beneficial for the villagers, as they were able to receive high-quality dental care at no cost.

The NSS volunteers used the occasion to distribute cloth bags that they had made, to the villagers and doctors



from the Goa Dental College.

6 NSS volunteers participated in the event, and they worked tirelessly to ensure the success of the event. The activity was coordinated by NSS PO In charge Gajanan B. Haldankar, NSS PO Sanjay Velip, and NSS PO Namrata Ugvekar.

Developing Team Spirit and Coordination

1st April 2023



The P.G. Department of Commerce organized a team-building activity for the students of the M.Com Programme on 1st April 2023. This activity was conducted as a part of the PG Club with the motive of developing team spirit and fostering coordination among the team members. The students were organized into three teams, each consisting of six members. The team leaders were then instructed on the rules of the activity, and they picked lots to determine

the order in which the teams would perform. The objective of the activity was for each team to step on number sheets placed on the floor, ranging from 1 to 50, in ascending or descending order within the set time limit agreed by each team. The teams were given approximately 10 minutes to strategize and plan their approach to the task before entering the competition one by one. All the teams were able to complete the task before the time limit, with Team No. 2 emerging as the winner due to the shortest time taken to complete the task. The activity provided the students with a unique learning experience beyond traditional classroom learning.

Blood Donation Camp

3rd April 2023



The Red Ribbon Club and NSS Unit of the College, in collaboration with JCI Fatorda Town & Rotary Club of Margao Midtown, organized a Blood Donation Camp from 10:30 am to 1:00 pm on 03rd April 2023. The event aimed to motivate students to donate blood and contribute to society by increasing awareness about the importance of blood donation and encouraging regular blood donation.

A total of 61 donors, including teachers and

students, participated in the camp after undergoing thorough medical check-ups to ensure their suitability for donation. The camp was organized in a safe and hygienic environment with necessary precautions in place for donor safety.

A team of 18 NSS volunteers actively provided assistance to the organizers and donors throughout the event. They helped with donor registration, assisted with the medical check-up process, and provided refreshments to the donors after the donation process was complete.

The event was efficiently coordinated by NSS PO-in-charge Mr. Gajanan B. Haldankar, NSS PO Mr. Sanjay Velip, and NSS PO Ms. Namrata Ugvekar, who worked hard to promote the event among the students & teachers, encouraging their participation in the blood donation camp.

Pitch Your Business Idea - A B-Plan Competition

3rd April 2023



The IQAC, E-Cell, Department of Commerce & Management, and IIC of the College jointly organized "Pitch your Business Idea," a Business Plan Competition on April 3rd, 2023. India is well-positioned to be one of the world's leading superpowers within the next decade, driven primarily by its new economy. This new economy is underpinned by India's growing prominence as a hub for start-up activity and entrepreneurship. Hence, the organizers aimed to organize this Business Plan

competition to encourage young talent to be a part of the new India and join the new start-up ecosystem. The entrepreneurial minds were asked to take the stage to pitch their business ideas aimed at solving existing real-life problems and not mere imaginations to a panel of business experts; Mr. Mohsin Shaikh, CEO of Haztech Innovations, and CA Vinayak Dhumatkar.

9 teams comprising 28 students participated in the competition. Rules and regulations were briefed to the participants and judges by the comperes before the commencement of the competition. Students put forth innovative ideas for different products and services using their entrepreneurial minds. Some of the pitched business ideas were Cocoanna - selling freshly grated coconuts, Farm to Table - revolutionizing the food industry, Real Estate broking, Plastic recycling plant, Rasoda Queen- Cloud kitchen, etc.

The winners of the B-Plan competition were Ms. Dimple Tavde, Ms. Esha Pai Fondekar, Mr. Mohav Kunkoliencar and Ms. Ashita.

The event coordinators were Dr. Lina Sadekar, IQAC Coordinator; Dr. Shami Pai, Head, Dept. of Commerce & Convenor of E-Cell, and Dr. Rodney D'Silva, Convenor, IIC. The teachers in charge were Ms. Swati Bhat and Ms. Pooja Shanbhag. The student coordinators were Ms. Koel Jana, Ms. Brionna Noronha, Mr. Kewal Patel, and Ms. Natisha Borkar.

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Department of Management
Internal Quality Assurance Cell
 in association with
Aamhi Udyogini Pratishthan, Margao
 organizes
A session on
Empowering Women Entrepreneurs with
Insights on Union Budget

Resource Person:
CA Vaibhav Pai Fondekar

04th April 2023
04:00pm to 05:00pm
Mahila Mandal Hall, Comba

Dr. Prita D. Mallya
 Professor and Principal

Dr. Lina R. Sadekar
 Internal Quality Assurance Cell,
 Coordinator

Asst. Prof. Cinola Vaz
 HoD, Management

Asst. Prof. Anirudha Munj
 Faculty In Charge

The Department of Management and Internal Quality Assurance Cell (IQAC) in collaboration with Aamhi Udyogini Pratishthan, organized an insightful session for women entrepreneurs on the Union Budget at the Mahila Mandal Office in Comba. A total of 23 women members and 15 BBA and BBA(FS) students attended this session. The session was conducted by renowned Chartered Accountant, Vaibhav Pai Fondekar.

The primary aim of the session was to provide women entrepreneurs with the necessary knowledge and understanding of the recent updates in the Union Budget, and how these updates may impact their businesses. The attendees showed great interest and enthusiasm to learn from the expert speaker, Vaibhav Pai Fondekar.

During the session, CA. Pai Fondekar provided the attendees with valuable insights on the Union Budget that were particularly relevant to entrepreneurs. He focused on various schemes and initiatives that the government had announced to support startups and small businesses, including the Startup India Seed Fund, MUDRA Yojana, and Stand-Up India. He also discussed the Government's focus on digitalization and how it has impacted the business ecosystem.

The attendees posed several questions related to taxation, government schemes, and business development. Mr.

Fondekar answered all the questions patiently. It was a good learning experience for the students and women entrepreneurs who attended the session.

The women entrepreneurs expressed their gratitude for the informative session, which equipped them with the knowledge and resources needed to enhance their businesses. The faculty in charge of the same was Assistant Prof. Anirudha Munj.





The TechTrendz club of the Department of Computer Science organized the Prize distribution function on 4th April 2023, for all the activities held under the club during the Academic year 2022-23. The function was compered by Ms. Duena Cabral from TY BCA-A. The TechTrendz report was read by Mr. Malik Rehan from SY B.Voc(ST).

Dr. Edwin Barreto, Vice Principal of the College commended the students for their accomplishments and motivated them to continue participating in such activities. During the event, a video message from the Principal, Prof. Prita D. Mallya, was played, which congratulated the winners and

encouraged students to participate in more activities. The video also showcased the various activities conducted by the TechTrendz club throughout the academic year.

Vice Principal Dr. Edwin Barreto, Dr. Rodney D'Silva, Associate Professor, Department of Commerce & Management, Dr. Lira Gama, HOD, Economics & Banking, Ms. Sharmila Kunde, Associate Professor in Information Technology, Mr. Sumit Kumar, HOD, Computer Science and Ms. Twinkle Fernandes, M.Com Programme Coordinator presented the trophies and certificates to the competition winners. The faculty event coordinators distributed certificates to the student organizers, and all participants received E-certificates.

The Club successfully organized twelve activities during the Academic year, in which students from BCA, B.Voc(ST), and B.Com participated. **Mr. Darren Dias from TY BCA-A was announced as the Tech Wizard for the Academic year 2022-2023.** The Best Tech Performers from each class for this year were issued certificates and trophies. Given below is the list of the awardees:

- Mr. Darren Dias from TY BCA-A
- Mr. Prithvi Shirodkar from TY BCA-B
- Mr. Niraj Naik from TY B.Voc(ST)
- Mr. Cliffton Andrade from SY BCA-A
- Mr. Carlon Vaz from SY BCA-B
- Mr. Malik Rehan from SY B.Voc(ST)
- Mr. Shrawya Shetty from FY BCA-A
- Mr. Dylan Frias from FY BCA-B
- Mr. Shahid Shaikh from FY B.Voc(ST)

The student organizers of the function were Ms. Duena Cabral from TYBCA-A, Mr. Cliffton Andrade from SY BCA-A, Mr. Malik Rehan from SY B.Voc(ST), Mr. Aldred Fernandes from SY BCA-B, Mr. Dylan Frias from FY BCA-A, and Mr. Shubh Borkar from FY BCA-A. The students were guided by Ms. Rajlaxmi S. Nair, TechTrendz Coordinator. Mr. Sumit Kumar, Head, Dept. of Computer Science, and Mr. Andre Pacheco, Assistant Professor in the Computer Science Department provided the necessary assistance for the event.



A Two-Day National Conference on Physical Education and Sports was organized by the Department of Physical Education & Sports in collaboration with the Directorate of Higher Education, Government of Goa on April 5th and 6th, 2023. The theme of the Conference was 'Enhancing life through Physical Education and Sports.' The event was graced by the presence of the Honorable Vice Chancellor of Goa University, Prof. Harilal Menon, as the Chief Guest. The Keynote Speaker was Prof. Vivek Pandey, Honorable Vice Chancellor (Officiating) & Head, Dept. of Exercise Physiology, Laximibai National Institute of Physical Education and Sports, Gwalior.

The Inaugural Function of the conference commenced with the lighting of the lamp and an invocation song. Prof. Prita Mallya, the Principal, warmly welcomed the attendees and emphasized the significance of sports in cognitive development. The Chief Guest, Honorable Vice Chancellor of Goa University, Prof. Harilal Menon, delivered a speech where he encouraged researchers to explore various interdisciplinary aspects of sports research. He also highlighted the different types of research that can be conducted in the field of sports, providing valuable insights to the audience.

The keynote address was delivered by Prof. Vivek Pandey, who spoke on the topic of 'Exercise and Sports Physiology.' Prof. Pandey's speech was informative and thought-provoking, leaving the audience with a better understanding of exercise and sports physiology.

The conference had a **Plenary session 1**, which was conducted by the Resource Person, Dr. Dayanand Sansanwal, Former Head and Dean, Dept. of Education, Devi Ahilya University, Indore. The topic of the session was Variables and Title Writing in Research, where Dr. Sansanwal explained the criteria for selecting a research topic and the different steps involved in research. He also highlighted the errors that are commonly committed in research and explained the various types of hypotheses and variables with illustrations from Shodhganga. **Plenary session 2** was conducted by Dr. Sam Braganza, College Director of Physical Education & Sports, SSA Government College of Arts & Commerce- Pernem. Dr. Braganza delivered his address on the topic 'Values to value: Changing Facets of Sports.' He expressed his concern over the changing attitudes towards sports and how the true value of sports is getting diluted.

After the Plenary sessions, there were two technical sessions. **Technical Session 1(offline) and Technical**

Session 2 (online). The offline session was chaired by Prof. Vivek Pandey and co-chaired by Dr. Rajan Mathew, College Director of Physical Education & Sports, Government College of Arts, Science & Commerce, Quepem Goa. Eleven papers were presented in diverse fields like law, education, sports, yoga, and more. The online technical session was chaired by Dr. Suman Pandey, Assistant Professor in Physical Education at Savitribai Phule Pune University. Eight papers were presented on various topics related to sports and physical education.

Day Two of the Conference began with **Plenary session 3** which was conducted by Dr. Suman Pandey. She gave an inspiring speech on "Exercises for Holistic Wellness." She discussed the four dimensions of wellness and emphasized the importance of a diverse range of exercises for physical, mental, and social well-being.

In **Plenary session 4**, Dr. Devashish Bagchi, College Director of Physical Education and Sports, Parvatibai Chowgule College of Arts and Science spoke about the 'Impact of Physical Education on Academic Achievement & Cognitive Performance - An Overview.' He discussed the benefits of physical activity and the Gurukul system of education, which is an unstructured but scientifically designed way of learning. Finally, Mr. Balachandra Jadar, University Assistant Director of Physical Education and Sports, Goa University conducted the **5th Plenary session** on the topic 'Physical Education: Need of the hour' where he spoke about the need for physical education at various stages of an individual's education. He also expressed hope for better days for sports in the near future.

On Day 2, technical session 1 took place in Hall No. 2 in offline mode. The session was chaired by Dr. Dayanand Sansanwal. Mr. Siddesh Kesarkar, Assistant Director of Academics at DHE, Porvorim, Goa, served as the Co-Chairperson. The session featured 6 presentations covering diverse areas in sports and physical education.

The Valedictory function was held at 4:00 pm, with Prof. F M Nadaf, Deputy Director of Higher Education, Goa as the Chief Guest. Principal Prof. Prita Mallya spoke about the importance of physical activity as an investment for long-term health benefits and expressed her appreciation for the diverse range of topics discussed at the conference. The Conference Coordinator Dr. Ajinkya Kudtarkar presented the Conference report, and the Chief Guest congratulated the College for organizing a conference in Sports Sciences despite being a Commerce College. He also highlighted the negative effects of electronic gadgets on human health and encouraged the audience to engage in physical activity. The event concluded with a Vote of Thanks by Mr. Saurabh Raikar, Instructor in Physical Education.

Excellence in Cricket (Women)

5th to 17th April 2023



The College participated in Inter Collegiate Cricket Women's Championship organized by Goa University from 05th to 17th April 2023. The SDCCE team played exceptionally well and qualified for the semi-finals after defeating St. Xavier's College, Mapusa in the quarters. However, the College was unable to make it to the finals as they lost the match against D.M.C Assagao in the semi-finals. 21 colleges

participated in the Championship.

Name of the participants:

Sr.no	Name	Sr.no	Name
1	Yankama Bhovi	8	Karuna Raikar
2	Jayashri Dongre	9	Shivani Naik
3	Sitakumari Gupta	10	Vaibhavi Vaigankar
4	Shabnam Ghelot	11	Tayba Sattar Yellapur
5	Madhuri Sharma	12	Sneha Sharma
6	Uma Pandit	13	Riya Borkar
7	Maishree Bandodkar	14	Manisha Fernandes

Session on Groups and their Impact on Organization

6th April 2023

Golden Jubilee Celebrations
VVM's Shree Damodar College of Commerce & Economics
 Affiliated to Goa University
 Accredited by NAAC with 'A' Grade (CGPA of 3.03 on a 4 point scale)

Post Graduate Department of Commerce
ORGANISES A SESSION ON
'GROUPS AND THEIR IMPACT ON ORGANISATIONS'

6th April 2023
9: 30 am
T - 304

Prof. Prita D. Mallya
Professor & Principal

Ms. Twinkle Fernandes
Program Coordinator & Teacher Incharge

Resource Person : Mr. Jervis Pereira
Founder : Digital Kwills

The PG Department of Commerce organized a guest session on 'Groups and their impact on Organization' on 6th April 2023, between 10:00 and 11:00 am. The Resource Person for the session was Mr. Jervis Pereira, Founder of Digital Kwills and an excellent trainer, guide and motivator. The objective of this session was to encourage students to develop essential skills required in the workplace such as leadership, cooperative skills, and decision-making, by working in teams.

During the session, Mr. Pereira shared his personal experience of starting his own company and how he balanced multiple responsibilities while working. He also asked the students about their work experiences and internships. Mr. Jervis emphasized the importance of understanding the processes of the company we want to work for, especially in the case of MNCs. Mr. Pereira highlighted the importance of achieving certain objectives in order to progress within an organization, such as understanding the role of teams, what the organization needs, and one's own role within the organization. Mr. Jervis used examples from sports and military teams to illustrate the importance of teamwork in achieving common goals.

The speaker emphasized the importance of exploring and utilizing the potential of individuals within



organizations, and the significance of having a high-performing team that possesses qualities such as allocation of work, creativity, and trust. He also discussed how conflicts, lack of motivation, and miscommunication can negatively impact team performance. The example of Seal Team 6 demonstrated how effective teams operate and achieve success by utilizing these qualities. Finally, the importance of having clear goals was highlighted as a key factor in achieving success both within organizations and in personal life.

In the end, Mr. Jervis emphasized the importance of having a clear understanding of job descriptions and the required qualities for those jobs, especially for those who wish to work in companies after graduation. He then took some questions from the audience before the session came to an end. Miss Valerie, a student of M.Com-I, proposed the Vote of Thanks.

Guest Lecture on ANOVA Technique	6th April 2023
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The Department of Management organized a guest lecture on ANOVA Technique for FY BBA(FS) Students on 6th April 2023. The Resource Person was Ms. Rashmi Naik, Assistant Professor in Mathematics & Statistics at DCT's Dhempe College of Arts & Science, Miramar Goa.

During the session, Ms. Rashmi provided a comprehensive explanation of the concept, covering its meaning, importance, uses, and history. She supported her explanation with real-life examples to ensure that the students had a thorough understanding of the topic. Ms. Rashmi also solved a few examples, which allowed the students to witness the practical implementation of the ANOVA test.

At the end of the session, students were instructed to write a concise report on the topic and solve a problem of their choice related to ANOVA. A total of 65 students attended the session.

Campus Placement Drive	8th April 2023
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The Placement Cell organized the Campus Placement Drive on April 8th, 2023. The Placement Drive was organized to provide students with opportunities to showcase their skills and connect with potential employers. The event commenced with an inaugural function at 9.30 am in the Smart Classroom. Principal, Prof. Prita D. Mallya welcomed the representatives from various companies and the Final Year students of the College. The Convenor of the Placement Cell, Dr. Rodney D'Silva presented an overview of the activities undertaken by the Placement Cell, and Asst. Prof. Sheryl Sanches provided insights about the Placement Fair. The Placement Brochure was released during the event, containing comprehensive information about the College facilities,



faculty members, students' achievements, Placement Cell activities and the recruitment process. Asst. Prof. Valencia Baptista proposed the Vote of Thanks.

The Placement Drive saw participation by 22 Recruiters offering job opportunities in diverse fields such as Finance, Marketing, IT, and Human Resources.

The details of the interviews given by students are as follows:

Sr. No	Organization Name	No. of students interviewed
1	Xerviz Wlobal	9
2	Nanu Hotels, Resorts and Spa	20
3	Living Concepts	18
4	Muthoot Finance	27
5	Haztech	10
6	Goan Institute International Consociation of Education	7
7	Caculo Group	9
8	Progressive Systems	14
9	Esteller Academy	6
10	Kakode Trading LLP	9
11	Vedanta Limited	8
12	Shreeram Finance Ltd.	5
13	9 Digits	10
14	aRC Solutions	10
15	Chowgule Industries Private Limited	7
16	Adage Automation Private Limited	21
17	Bajaj Allianz Life Insurance Co ltd	10
18	Umang Software Technologies	16
19	Advaitaa I - Tech	7
20	Goa Miles	26
21	Baywatch Resort	16
22	Commscope	23

The students actively interacted with the company representatives, participated in group discussions/interviews, and showcased their skills. The feedback received from the organizations was highly positive, with accolades for the students' grooming and training. The companies informed that they would be in touch with the shortlisted students for further selection rounds at their corporate offices.

The Placement Drive concluded at 3.30 pm. A total of 91 Final Year students of M.Com, PGDFT, B.Com, BCA and BBA(FS) participated in the Placement Drive.

Alumni Reconnect Series 6: Insurance Marketing

10th April 2023

The Postgraduate Department of Commerce, in association with the Alumni Engagement Cell organized a Session for M.Com Part-I and Part-II students on 10th April 2023. The Resource Person was Ms. Ruhi Lotlikar, Development Officer at Life Insurance Corporation and an alumna of the College. The main objective of the session was to provide students with a platform to understand the practical aspects and career opportunities in Insurance Marketing. Asst. Prof. Edrea Picardo introduced the speaker to the audience.

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VVM's Shree Damodar College of Commerce & Economics
 Affiliated to Goa University
 Accredited by NAAC with 'A' Grade (CGPA of 3.03 on a 4 point scale)
Post Graduate Department of Commerce in association
with the Alumni Engagement Cell is organising
Alumni Reconnect Series 6:
'Insurance Marketing'
10th April 2023
11:30am to 12:30pm
Smart Classroom
Resource Person:
Ms. Ruhi Lotlikar,
Development Officer
Life Insurance corporation
Prof. Prita D Mallya **Dr. Edwin Barreto** **Ms. Twinkle Fernandes** **Ms. Edrea Picardo**
 Principal and Professor Convenor, Alumni Engagement Cell Programme Coordinator Teacher Incharge

Ms. Ruhi Lotlikar began the session by providing an overview of the meaning and types of insurance. She emphasized that life insurance provides financial stability to the nominee after the death of the policyholder. She shared that she herself did not initially understand the importance of life insurance when she started her job, but after gaining 10 years of experience, she realized its significance.

Ms. Lotlikar highlighted that marketing is a fundamental aspect of insurance as a service, teaching important communication and time management skills. She explained that marketing involves market surveys and random sampling to identify potential customers. Ms. Ruhi also provided insights on future job opportunities such as content writing and affiliate marketing.

Moving on to life insurance marketing in India, Ms. Ruhi emphasized the importance of communication and following up with potential customers. She also noted that due to the diverse income levels in the country, life insurance is not mandatory in India, unlike some other countries. Ms. Lotlikar further explained the benefits of having life insurance, such as low risk, tax benefits under 80 C, and additional benefits such as health insurance.



Ms. Ruhi then conducted a role play with a student volunteer, Ms. Roshni Khatun, to illustrate different scenarios of customer interactions with an insurance agent. She also cited a recent real-life example, where lack of information led to policyholders wanting to close their accounts due to fear of losses.

Ms. Ruhi highlighted the qualities necessary for getting people to accept life insurance, such as empathy, soft skills, observation skills, and a positive approach. She concluded

the session with a quote from Abdul Kalam, "Love your job, not the company," emphasizing the importance of pursuing a career that one is passionate about. She also addressed questions from the audience.

The session, attended by 43 students, ended with a Vote of Thanks proposed by Mr. Sarthak, a student of M.Com-II.

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GOA@60 Azadi Ka Amrit Mahotsav

Post Graduate Department of Commerce

ORGANISES

Alumni Reconnect Series 7

PRACTICAL ASPECTS OF EQUITY DERIVATIVES

11th April 2023

11.30 am to 12.30 pm

Smart Classroom

Resource Person : Mr. Chirag Majithia
 Partner at Shreeji Investments

Prof. Prita D. Mallya
 Professor & Principal

Dr. Edwin Barreto, Convenor
 Alumni Engagement Cell

Ms. Twinkle Fernandes
 Program Coordinator

Ms. Valencia Baptista
 Teacher In-charge

The Postgraduate Department of Commerce in association with the Alumni Engagement Cell organized a session on 'Practical Aspects of Equity Derivatives' on 11th April 2023. The Resource Person for the session was Mr. Chirag Majithia, Partner at Shreeji Investments, Margao. Asst. Prof. Ms. Valencia Baptista welcomed the students to the session and Mr. Hassan Raza of M.Com-I introduced the Resource Person.

Mr. Chirag began the session by providing a brief overview of the practical aspects of equity derivatives. He covered various topics related to derivatives markets, such as margin money, equity derivatives, call & put options, futures contracts, open interest, and trade cycles. He explained how buyers and sellers enter into contracts and provided examples of equity derivatives, such as Reliance and Adani Power. He also informed the students about equity options, equity index futures, and the differences between call and put options.

In addition, Mr. Chirag conducted a demonstration on how to enter into a contract in F&O markets and how to buy stocks. He divided the audience into two groups, where one group was allotted an index and the other was allotted a stock, and he showed them how to place buy and sell orders for the future via digital platforms.

The session concluded with the students expressing their opinions and asking questions about derivatives. Mr. Frazer Menezes proposed the Vote of Thanks, and the session ended at 12:30 pm.





The Department of Economics & Banking, in collaboration with Nirmala Institute of Education, Panaji, organized an International Conference on 'Implications and Prospects of Human Capital Formation and Economic Development' in hybrid mode on 11th April 2023.

During the inauguration of the Conference, the Principal of Shree Damodar College, Prof. Prita D. Mallya emphasized the relevance of the topic in current times. Ms. Lizette D'Costa, the Conference Coordinator, provided an overview of the Conference. The Chief Guest, Mr. Agnelo A.J. Fernandes, Commissioner of Labour & Employment, Govt. of Goa, spoke about the crucial role played by human capital in the development process. He shared his experiences as the Commissioner of Labour & Employment, Govt. of Goa, and discussed the measures implemented to enhance employment and employability in the State. The Vote of Thanks was proposed by the Principal of Nirmala Institute of Education, Prof. Sr. Delia Antao.

Dr. Mohd. Faheem, the Keynote Speaker and Head of the Indian Studies Programme at PridiBanomyong International College, Thammasat University, Bangkok, Thailand, addressed the audience on the topic of 'The Role of Human Capital in Economic Development: Perspectives from Thailand'. He highlighted the significance of the education system in human capital development and discussed Thailand's centralized policy toward achieving the same. Dr. Faheem also emphasized the need to include English in the curriculum, given its global importance.

Ms. Aileen Camara, the Founder of Healing Encounter Counselling Services, Australia, addressed a plenary session on 'Work Stress Burnout and Productivity'. Ms. Camara's informative session covered various aspects of stress, including its signs, burnout, and techniques for stress reduction and recovery.

In the first technical session, chaired by Dr. E. M. Travassos, former Head of the Department of Economics at Parvatibai Chowgule College, 8 research papers were presented on a range of topics, including migration, sustainable economic development, and the impact of psychological and emotional factors on women labor. The second technical session, moderated by Dr. Edwin Barreto, Vice-Principal of Shree Damodar College, was conducted online and featured 9 papers on various themes, such as the impact of hybrid learning/e-learning and work-life balance on job satisfaction. Prof. Seema P. Rath, Professor at the Department of Economics, Govt. College, Sanquelim, moderated the third technical session, which included 9 papers covering topics such as the review of the impact of behavioral factors on financial decision-making and entrepreneurship strategies of street food truck ventures for economic and social well-being. Dr. Maya Carvalho e Rodrigues, College Librarian at

Nirmala Institute of Education, chaired the fourth technical session, which featured 10 papers from diverse fields, including gender inequality in education in Haryana, skill development initiatives, higher education, and women empowerment.

The Chief Guest of the valedictory function, Prof. Seema P. Rath, highlighted the significant connection between education, health and economic development. She commended the Conference for providing a platform for researchers to share diverse perspectives and ideas, which helped challenge assumptions and led to new insights. Prof. Rath expressed gratitude towards the organizers for their dedication and hard work. The Conference brought together researchers, academicians, and practitioners from across the globe to discuss the various aspects of human capital formation and its impact on economic growth and development.

Session on Recent Trends in Marketing **12th April 2023**

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 Accredited by NAAC with 'A' Grade (CGPA of 3.03 on a 4 point scale)

Post Graduate Department of Commerce
 ORGANISES A GUEST SESSION ON
RECENT TRENDS IN MARKETING

12th April 2023
11: 30 am
Smart Classroom

Resource Person : Mr. Gilbert Mendes
 Asst. Professor in Management, SS Dempo College of Commerce & Economics.
 Co-Founder ScaleNXT Global Pvt. Ltd & Kartalyzer Ventures

Prof. Prita D. Mallya
 Professor & Principal

Ms. Twinkle Fernandes
 Programme Coordinator & Teacher Incharge

The Postgraduate Department of Commerce organized a session on ‘Recent Trends in Marketing’ for the students of the M.Com on 12th April 2023. The Resource Person for the session was Mr. Gilbert Mendes. At the start of the session, Mr. Gilbert Mendes gave an introduction to the topics that would be covered, which included personalization, influencer marketing, interactive marketing, voice search optimization, sustainability, and artificial intelligence. He then proceeded to discuss the importance of the 4 Ps of marketing and how crucial it is to identify the right market for a product by asking the right questions. To further illustrate this point, he provided real-life examples such as ChatGPT, a software program that helps users write CVs and LinkedIn bios by asking the right questions. He also highlighted the success of Swiggy/Zomato in creating a wide reach and engaging customers.



Mr. Gilbert Mendes also shared two informative videos related to the topic. The first video showcased Nestle's successful use of influencer marketing in Japan, where they created coffee candy, sugary coffee drinks, and eventually coffee, which transformed Japan from a tea-loving nation to a coffee-loving one. The second video discussed the power of branding and compared the loyalty of Apple and Samsung customers through a

loyalty test. Overall, the session was very interactive, intriguing, and informative. A total of 50 students attended the session.

Industry Interaction Programme Series II: Session on 'Overview of Media Industry in Goa'

13th April 2023

Golden Jubilee Celebrations
VVM's Shree Damodar College of Commerce & Economics
 Affiliated to Goa University
 Accredited by NAAC with Grade 'A' (CGPA of 3.03 on a 4 point scale)

Post Graduate Department of Commerce
 Organizes

Industry Interaction Programme Series II
'Overview of Media Industry in Goa'

13th April 2023
11.30 am to 12.30 pm
T - 304

Resource Person : Mr Allan D'Cruz
Editor of Sports, The Navhind Times

Prof. Prita D. Mallya
Professor & Principal

Ms. Twinkle Fernandes
Program Coordinator

Ms. Valencia Baptista
Teacher Incharge

The Postgraduate Department of Commerce organized an Industry Interaction Programme Series-II session on 'Overview of Media Industry in Goa' on 13th April 2023. The Resource Person for the session was Mr. Allan D'Cruz, Editor of Sports, The Navhind Times. The objective of the session was to emphasize the various opportunities available for aspiring journalists in the media industry. Asst. Prof. Ms. Valencia Baptista welcomed the attendees, and Ms. Switi Gawas, a student of M.Com-I, introduced the Resource Person.

Mr. Allan began the session by giving an overview of the media industry in Goa. He highlighted that in the post-Portuguese era, the five newspapers circulating in Goa were owned by mining companies. He then went on to explain how people have shifted from traditional media channels such as newspapers, television, and radio, to digital platforms such as Google, Internet Explorer, and social media websites like Facebook. Mr. Allan also emphasized the importance of effective communication in the media industry and discussed the various opportunities available for aspiring journalists. He encouraged the students to brainstorm strategies for

improving sales and increasing readership for Navhind Times.

The session ended with Mr. Allan answering the doubts and queries of the participants, and Ms. Roshni Khatun of M.Com-I giving the Vote of Thanks. The session was attended by 49 students of M.Com-I & II and concluded at 12:30 p.m.



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Post Graduate Department of Commerce
 ORGANISES A GUEST SESSION ON

RETAIL MARKETING MIX

Product
 : 15th April 2023

Process
 : 11.30 am to 12.30 pm

Place
 : T- 304

Resource Person
Mr. Shailendra Veluskar
 Partner at
Kris Manufacturing Company

Prof. Prita D. Mallya
Professor & Principal

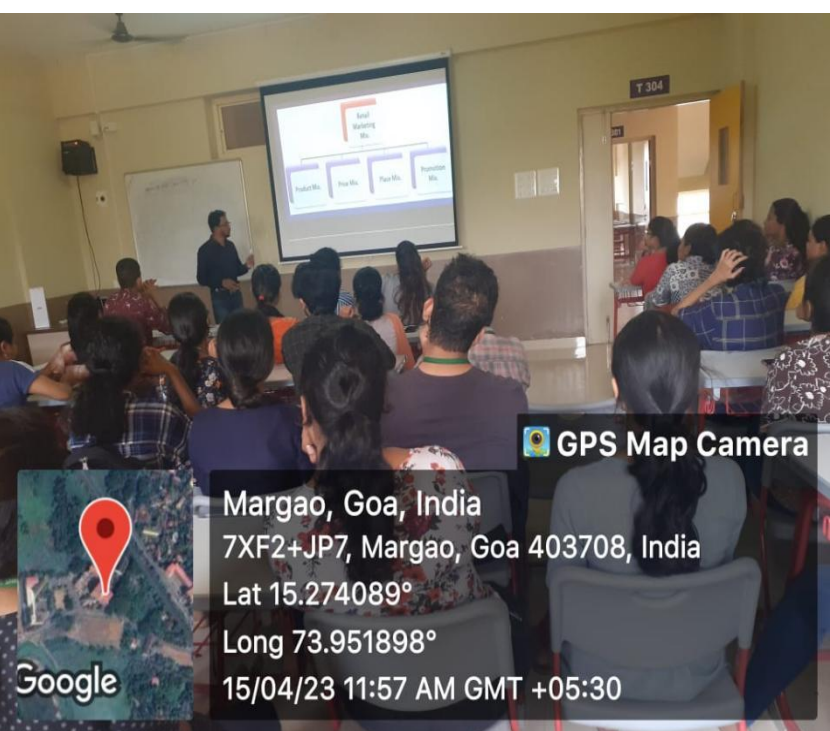
Ms. Twinkle Fernandes
Program Coordinator

Ms. Premlata Prajapat
Teacher Incharge

The Postgraduate Department of Commerce organized a session on "Retail Marketing Mix" for the students of the M.Com Programme on 15th April 2023. The Resource Person for the session was Mr. Shailendra Veluskar, Partner at Kris Manufacturing Company.

Mr. Shailendra began the session by providing a comprehensive overview of the retail marketing mix and its importance in the retail industry. He highlighted the importance of the retail marketing mix in the current business landscape. By discussing each of the 4Ps in detail, he helped students gain a better understanding of how each element contributes to a successful retail marketing strategy.

Mr. Shailendra provided valuable insights into the retail industry's marketing mix, emphasizing the importance of various factors such as product assortment, pricing strategies, store location, visual merchandising, and promotional activities. He used real-life examples and case studies to illustrate the practical application of these concepts, and the interactive discussions allowed students to ask questions and share their insights. Mr.



Shailendra's gesture of giving pens and t-shirts to students who answered the questions added a fun and rewarding element to the lecture. Overall, the session was highly informative and provided students with a deeper understanding of the retail marketing mix's complex dynamics.

The session concluded with a Vote of Thanks delivered by Sarthak Faldesai. A total of 40 students attended the session.

Golden Jubilee Celebrations
VVM's Shree Damodar College of Commerce & Economics
Margao-Goa
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 IQAC, E-Cell and Incubation Centre
 ORGANISES

FELICITATION OF BUDDING ENTREPRENEURS
 (An IQAC Initiative)

Chief Guest: Mr. Abhijit Sawant
 CEO, ABHIGanesh Investment Services Pvt. Ltd.

17th April 2023 **12 noon**
Hall no. 2

Prof. Prita Mallya
 Professor and Principal

Dr Shami Pai
 Convenor, ECell & Incubation Centre

Dr. Lina Sadekar
 IQAC Coordinator

The IQAC with E-Cell & Incubation Centre organized a function to felicitate the Budding Entrepreneurs among the students of the College on 17th April 2023 at 12 noon. The aim of the event was to motivate our young entrepreneurs and promote the entrepreneurial spirit among students. The function began with a welcome speech by the Principal, Prof. Prita D Mallya, who congratulated all the successful young entrepreneurs on their achievements. The Chief Guest for the event was Mr. Abhijit Sawant, an alumnus of the College and CEO of ABHIGanesh Investment Services Pvt. Ltd.

Ms. Abha Naik provided an overview of IQAC, E-Cell, and the incubation center and their roles in motivating students toward entrepreneurship. She explained the various activities and initiatives carried out by the committees. Ms. Twinkle Fernandes, an Assistant Professor in Commerce at the PG Department, introduced the Chief guest, Mr. Abhijit Sawant, who then addressed the students. Mr. Sawant emphasized the importance of attitude in achieving success and urged students to create value rather than simply invest money. He shared his personal story and motivated the students to change their mindsets in order to become successful entrepreneurs. His speech was well received and appreciated by all in attendance.



50 young entrepreneurs were then felicitated by the Chief guest.

Dr. Edwin Barreto, Vice Principal, in his Vote of Thanks, expressed his gratitude to the members of the Cell for recognizing the hard work and dedication of the young entrepreneurs. Ms. Petalia Coutinho did a commendable job as the compere of the program. The event was coordinated by Dr. Lina Sadekar, IQAC Coordinator, and Dr. Shami Pai, Convenor of the E-Cell & Incubation Centre.

The program was a great success and the students left feeling inspired and motivated to pursue their entrepreneurial dreams. A total of 50 students and faculty members attended the function.

GOLDEN JUBILEE CELEBRATIONS
VVM'S SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS
 Margao - Goa
 Affiliated to Goa University
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DEPARTMENT OF COMPUTER SCIENCE

Guest Lecture on
SOFTWARE TESTING

Date: 18 April 2023
 Time: 11.30am
 Smart classroom

creativecapsule™
 Resource Partner

Prof. Prita D. Mallya
 Professor & Principal

Mr. Sumit Kumar
 HOD, Computer Science

Ms Annette Santimano
 Assistant Professor

Mr Ramakrishna Reddy
Mr. Andre Pacheco
 Assistant Professor

The Department of Computer Science organized a guest lecture on 18th April 2023 to provide additional support for the software testing component of the Web Developer skill course for FY B.Voc(ST) students.

Mrs. Gina Parab, Director of QA and Support Services, Mrs. Durga Khedekar, Senior QA, and Mrs. Diliya Borker, Senior QA, from Creative Capsule - an IT company - were the Resource Persons for the session. This lecture was open to all students in the Department, and 30 students registered for the session. The session began with Mr. Andre Pacheco, the faculty member, providing a brief introduction to the Resource Persons and the session.

During the lecture, Ms. Parab explained the outline of the session and discussed the different job roles to expect as a Software tester/QA. She then proceeded to explain the various concepts of testing, followed by Ms. Khedekar who went into details of System and Integration testing, giving various examples used in industry. Finally, Ms. Borker took up the concepts of black-box and white-box testing and gave a live example of an e-commerce platform and the different testing cycles that needed to be conducted.

At the end, FY B.Voc student, Ms. Bhakti Mirashi expressed gratitude by thanking the Resource Persons. They



were then presented with a memento by the Principal, Prof. Prita D. Mallya, and HoD, Mr. Sumit Kumar during the Valedictory ceremony.

Participants were satisfied with the session, and some FY & SY students expressed interest in learning more about software testing. The Resource Persons were delighted to share their contact details and provide assistance to the students in pursuing a career in QA/Software testing.



Golden Jubilee Celebrations
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Post Graduate Department of Commerce

ORGANISES

FAREWELL
M. COM/ PGDFT

19th April 2023
10: 00 am
Hall No 1, Central Block

Prof. Prita D. Mallya
Professor & Principal

Ms. Twinkle Fernandes
Programme Coordinator

The Postgraduate Department of Commerce organized a farewell ceremony on April 19th, 2023, to bid farewell to the M.Com-II and PGDFT students. The ceremony began with a warm welcome address by the College Principal, Dr. Prita D. Mallya, who highlighted the challenges that the students may face in their future careers and encouraged them to be prepared for the same. The Programme Coordinator, Miss Twinkle Fernandes, also gave an emotional address bidding farewell to the outgoing students.

After the speeches, the M.Com-I students presented a beautiful prayer song. The juniors had prepared a range of performances for the outgoing students, including singing and dancing acts, role plays, enjoyable games with spot prizes, Housie, Pass the Ring, and more. Following the performances, video snippets of experiences captured by M.Com-II and PGDFT students were shown to the audience. To add to the fun, Mr. Frazer from M.Com-I gave a unique performance, which was appreciated by everyone.



The farewell ceremony ended on a high note with a cake-cutting ceremony. All the students received a memento to cherish the event, and the program came to an end with a special performance by M.Com-II students. As a token of appreciation, the M.Com-II students also gave out bookmarks to their juniors. The event concluded at 3:30 pm, leaving behind fond memories of the celebrations.

One Day Training of Trainers on Sevottam and The Goa (Right of Citizen to Time Bound Delivery of Services) Act 2013

19th April 2023



On 19th April 2023, the Goa Institute of Public Administration & Rural Development organized a one-day Training of Trainers (TOT) on "Sevottam and the Goa (Rights of Citizens to Time Bound Delivery of Services) Act 2013" at Ella Farm, Old Goa. The primary objective of the training was to provide orientation to government officers about Sevottam.

The program began with a welcome address delivered by Ms. Arlette Mascarenhas,

Course Director, and Core Faculty-GIPARD, who also briefed the participants about the overall program. The first Resource Person, Shri. B. Yoganath Singh, Faculty (R) NRP-DoPT, GoI, gave a brief introduction about Sevottam, including its importance, quality management systems leading to Sevottam, service delivery excellence, standardizing service quality, public grievances, citizen charter, and citizen-centric administration. The session was interactive and interesting, with participants asking questions and sharing their experiences.

The second Resource Person Shri. N.D. Agarwal, Ex. Collector South Goa District, spoke about the provisions of the Goa (Right of Citizens to Time Bound Delivery of Services) Act 2013. He explained the significance of the Act and how it can help in improving service delivery to citizens. Participants engaged in a discussion on the implementation of the Act and shared their experiences.

The program ended at 5:45 pm and was attended by various government officers, including Mr. Sanjay Velip, Assistant Professor in Economics from the College. Overall, the TOT proved to be a valuable learning experience, helping government officers to gain a better understanding of Sevottam and the Goa (Rights of Citizens to Time Bound Delivery of Services) Act 2013.

30-Hour Capacity Building Workshop Cum Certificate Course

20th April 2023



GOLDEN JUBILEE CELEBRATIONS OF
VIDYA VIKAS MANDAL'S
SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS
MARGAO-GOA

ACCREDITED BY NAAC WITH 'A' GRADE (CGPA OF 3.03 ON A 4 POINT SCALE)



30-HOUR CAPACITY BUILDING WORKSHOP CUM CERTIFICATE COURSE

COMPREHENSIVE ENGLISH

COMMUNICATION & PRESENTATION

SKILL DEVELOPMENT



MS. ASHITA RANJIT
LINGUIST, LIFE SKILLS COACH &
TESOL CERTIFIED INSTRUCTOR

Jointly organized by
the IQAC
in association with
SC/ST Cell, OBC Cell and Students Welfare Cell



Prof. Prita D. Mallya
PROFESSOR & PRINCIPAL

Dr. Lina Sadekar
IQAC COORDINATOR

Mr. Sanjay Velip
CONVENOR, SC/ST CELL

Ms. Pretty Pereira
CONVENOR, OBC CELL

Dr. Shami Pai
CONVENOR, STUDENTS WELFARE CELL

The IQAC in association with the SC/ST Cell, OBC Cell, and Student Welfare Cell of the College, jointly organized a 30-Hour Capacity Building Workshop Cum Certificate Course for students across all programmes on 20th April 2023. The workshop was designed to equip participants with practical and actionable knowledge that they can apply to improve their performance and achieve better outcomes. The program consisted of interactive presentations, group discussions, case studies, and hands-on activities, with the aim of enhancing participants' English communication and presentation skills. It was a comprehensive program that focused on elevating the skills needed for effective communication, both written and verbal. The Resource Person for this program was Ms. Ashita Ranjit, Linguist, Life Skills Coach, and TESOL Certified Instructor, having 20 years of faculty experience.

The workshop was divided into three phases, with each phase focusing on different topics such as Basic Grammar, Reading Process, Communicative Language Training, Written Exercises, Speech Habits, Comprehension skills, Content-based instructions, Principles of listening, corporate skills, Assignments, Soft skills, social skills, Presentation skills, and field visits. The instructor also provided participants with materials and resources to help them apply the knowledge gained during the workshop in their work and personal lives.



The duration of the course was from October 2022 to March 2023 and ended with a visit to TajSATS, Vasco, where students got an opportunity to learn dining etiquette. Ms. Ashita Ranjit expressed her gratitude towards the institution for providing her with the opportunity to conduct the training program and for the students who actively participated in the workshop. She emphasized the importance of continuous learning and development and urged the organizers to plan and execute more such programs in the future. She also encouraged

the participants to utilize the knowledge, skills, and competencies gained from the workshop in their daily lives for better results.

Of the 80 students who registered for the course, 25 students successfully completed the course and received course completion certificates. At the valedictory function, the Vice-Principal Dr. Edwin Barreto congratulated all the students on the successful completion of the course. The overall in charge of this workshop was Ms. Pretty Pereira, Convenor of the OBC Cell. Other faculty who collaborated were Mr. Sanjay Velip, Convenor of the SC/ST Cell, Dr. Lina Sadekar, Convenor of IQAC and Dr. Shami Pai, Convenor of the Student Welfare Cell. The faculty members who actively participated and coordinated the overall training sessions were Ms. Pooja Shanbhag, Edrea Picardo, Mr. Omkar Pawaskar, Ms. Dixita Gauns Dessai, and Ms. Rajlaxmi Nair.

Farewell 2023

21st April 2023

The Students' Council & Cultural Council organized a farewell function in the College Multipurpose Hall for the Final Year undergraduate students on 21st April 2023. The event started with a photography session where the students and teachers had their photos taken together wearing graduating sashes.



After the photo session, a formal event was held in the Multipurpose Hall, which began with an address from the Principal, Dr. Prita Mallya, who wished the students well in their future endeavors. The farewell event featured solo and group dances, singing, a skit, and other performances by First and Second Year students. The event also had games and spot prizes, and three students from each program spoke about their experiences and expressed their gratitude to the College and teachers for their guidance and support over the three years.

and support over the three years.

After the performances and speeches by the students, a group of faculty members, including Dr. Maithili Naik, Ms. Marjina Shaikh, Ms. Samiksha Vengurlekar, Ms. Sushrusha Naik, Ms. Sheryl Sanches, Ms. Lizette D'Costa, and Ms. Rama Borkar, sang a medley of popular songs to bid farewell to the TY students and wish them luck in their future endeavors. A farewell video was shown, which included memories of the College campus and best wishes from all the teachers to the passing out TY batch. The video left the students feeling emotional. The comperes for the function were Mr. Kewal Patel, Ms. Koel Jana from SY B.Com, and Ms. Abigale Rodrigues from FY B.Com. The farewell function concluded at 1:00 p.m.

Staff outing at Holiday Inn Resort, Mobor

25th April 2023



The College recently achieved a significant milestone by securing A Grade during the 4th cycle of accreditation. The President of VVM, Shri Nitin Kunkolienkar, recognized and appreciated the hard work, commitment, and teamwork of our staff that contributed to this achievement. As a token of appreciation, he sanctioned an amount of Rs 1 Lakh for all staff.

To celebrate this accomplishment and reward all the staff, the College organized an outing at the Holiday Inn Resort, Mobor, on Tuesday, 25th April 2023. 80 teaching and non-teaching staff members were a part of the outing.

The day started with a welcome drink for all staff members, followed by a refreshing walk around the resort and beach. There was a range of exciting games, including badminton, shooting, and archery, which all staff members thoroughly enjoyed. After the games, the staff was treated to music and dance which added to the festive atmosphere of the day. A sumptuous buffet lunch was then served, providing a wide variety of food options to cater to everyone's tastes. The outing was planned from 09:00 a.m. to 04:30 p.m. and was a great opportunity for the staff to unwind, relax, and enjoy some well-deserved leisure time with their colleagues.

The event was organized by Dr. Shami Pai, Head, Dept. of Commerce, and Assistant Professor Mr. Sandesh Gaonkar.

Financial Services: Untapped Career Opportunities

22nd May 2023

GOLDEN JUBILEE CELEBRATIONS
VVM'S SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS, MARGAO-GOA
 AFFILIATED TO GOA UNIVERSITY
 ACCREDITED BY NAAC AT 'A' GRADE WITH CGPA OF 3.03 ON A 4 POINT SCALE

**Financial Services :
 Untapped Career Opportunities**

PLATFORMS: Google Meet & YouTube Streaming

Monday, 22nd May 2023 | 10:30 a.m.

Resource Persons:-

Mr. Sameer Sheikh
 Talent Acquisition Partner,
 HDFC Bank

Mr. Avdhut Padwalkar
 Financial and Research Analyst
 Mangal Analytics & Reserach Consulting (MARC)

Prof. Prita D. Mallya
 Professor and Principal

Ms. Cinola Vaz
 HoD
 Department of Management Studies

<https://meet.google.com/ubx-rmse-yhw>

<https://www.youtube.com/@VVMsShreeDamodarCollege>

The Department of Management organized a session on “Financial Services: Untapped Career Opportunities” on 22nd May 2023 from 10:30 a.m. to 11:30 p.m. A total of 96 students attended the webinar, the objective of which was to give students some clarity about the career options available after graduating with a BBA(Financial Services) degree.

The session began with a welcome address from Dr. Prita D. Mallya, the Principal of the College. Ms. Aachal Naik, a student from SYBBA (FS), introduced the speakers to the session. The first speaker, Mr. Sameer Sheikh, Talent Acquisition Manager at HDFC, emphasized the importance of skills and additional courses that

are currently in demand in the industry. He also highlighted the importance of a learning-oriented approach for students throughout their degree program. The second speaker, Mr. Avdhut Padwalkar, a Financial & Research Analyst at MARC, provided an overview of the growth of the financial service sector. He discussed various career opportunities available to students after completing a BBA (Financial Services) degree.

Lastly, Prof. Dr. Prita D. Mallya, the College Principal, shared insights into the New Education Policy 2022. A question and answer session was held at the end, where the speakers addressed the students' queries. The session was highly interactive and informative. Ms. Cinola Vaz, Head of the Department, proposed the Vote of Thanks to conclude the session.

DHE TCS Placement Drive

26th May 2023



The Training, Internship & Placement (TIP) Cell of Goa State Higher Education Council (GSHEC) and the Directorate of Higher Education (DHE) organized a placement drive called "Inspire to Aspire" for Arts, Commerce and Science Undergraduate (UG) students of all Higher Education Institutions in Goa on May 26, 2023.

The placement drive was conducted for the job role of Business Process Services (BPS) at Tata Consultancy Services (TCS), Mumbai. The event was a collaboration

between GSHEC, DHE, and TCS Mumbai. DHE identified the College as the South Goa center for the placement drive and UG students from 14 colleges of South Goa participated. 393 students registered for the placement drive, of who 68 students participated in the drive. The inaugural session began with a welcome address by Prof. Prita D. Mallya, the Principal of Shree Damodar College of Commerce & Economics. She expressed her gratitude to DHE for selecting the college as the center for the placement drive and encouraged the students to seize the opportunities offered during the event.

Dr. Niyan Marchon, Professor of Teaching Learning and Educational Technology at Goa State Higher Education Council, Directorate of Higher Education, provided an overview of the event to the audience. Later, Ms. Uttara Nair, Campus Lead of TCS Mumbai, addressed the session and provided additional details about the placement drive. The Vote of Thanks was given by Dr. Anjali Sajilal, the B.Com Programme Coordinator, acknowledging all the individuals and organizations involved in making the placement drive a success.

The first round of the placement drive was a written test; those who qualified after the first round then attended the interviews conducted by TCS. The event was coordinated by Ms. Sheryl Sanches, Asst. Prof. in Commerce.

College-wise details:

No	College	Students attended	Male	Female
1	Shree Damodar College of Commerce & Economics	5	4	1
2	Rosary College	9	3	6
3	PES Ravi Naik College	1	-	1
4	Goa Multi-Faculty College	4	2	2
5	MES College	6	3	3
6	Govt College Quepem	4	-	4
7	Chowgule College	4	3	1

8	Carmel College	3	-	3
9	Swami Vivekananda College	3	-	3
10	Government College Borda	4	1	3
11	GVM College Ponda	19	6	13
12	Sridora Caculo College	1	-	1
14	Govt College Khandola	3	-	3
15	Shree Mallikarjun College	1	-	1
16	Goa Business School	1	-	1
	Total	68	22	46

Dear Readers,

As always, at Shree Damodar College, the emphasis is on the holistic development of students and adapting to the changing needs of society in general and our students in particular.

We are delighted to present the reports of activities in this edition of the E-Newsletter, with the College reaching out to students by way of a variety of innovative activities on a wide range of topics.

Ms. Swati Bhat
Editor

Ms. Pradnya Nadkarni
Designer

Prof. Prita D. Mallya
Professor and Principal

Vidya Vikas Mandal's

Shree Damodar College of Commerce & Economics,

Shree Damodar Educational Campus, G.R. Kare Road, Tansor, Comba, Margao – Goa 403601
Tel: (0832) 2722500 Email: principal.sdcc@vvm.edu.in Website: www.damodarcollege.edu.in