



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

E-Newsletter

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Certificate Course in Financial Literacy Internship Programme (FLIP)

19th September – 10th October 2019

The Postgraduate Department of Commerce organized a Certificate Course- Financial Literacy Internship Programme (FLiP) - for M.Com students on every Thursday from 19th September to 10th October, 2019 from 1:00 to 2:00 pm. The Resource Person for the course was Dr. Celso Fernandes, Founder of Nave Marg Foundation.

The resource person delivered lectures on wealth creation for the first three sessions followed by an exam on the last day. Dr. Celso provided the students with inputs on his literacy endeavours at the end of the session. Students were encouraged to invest in the share market by opening a Demat account and were also informed of the benefits of starting investments at a young age.



Ms. Ariti Kumari Singh, Ms. Chelcy Zenevin Cardozo, Ms. Ozlin Godinho represented the College in the 3rd Super Young Achievers Conclave 2019 held on 2nd October 2019, at Taleigao Community Centre, wherein they took a pledge to be financially literate. On successful completion of the FLiP course, 34 students were awarded certificate of completion.

The course ended with feedback given by Miss Mruga Naik, student of M.Com Part I and Ms. Chelcy Cardozo, student of M.Com Part II. The course concluded with a Vote of Thanks by Ms. Esther Fernandes, student of M.Com Part II.

Study Tour to Hyderabad

26th – 30th November 2019

The Postgraduate Department of Commerce organized an educational tour to Hyderabad from 26th to 30th November, 2019. The tour group included 29 students and 2 faculty members, Ms. Sheryl Da Silva and Ms. Seema Dharani.

Visit to Kwalty Electronics Industries

Kwalty is the first Indian firm to set up LED manufacturing in the country and has the highest market



share in the LED lighting business compared to all the other domestic companies. Established in 1966, the company is a quality manufacturer of LED lamps and LED displays. The students were addressed by an employee of the company, who also showed them how the LED pins are manufactured. The students witnessed the entire manufacturing process. Next, the students were taken to a lab, where the LED lights were tested. The visit was a very interesting one.

Visit to HMT Machine Tools

The objective of the visit was to show the students how the Company offers a wide array of high technology machine tools and solutions to cater to every manufacturing requirement. Mr. B.V.S.S Prasad, General Technical Manager, took the group for a visit to all the manufacturing units spread over the HMT Township. Mr. Prasad elaborated in great detail about the functioning and usage of each machine. He informed the students that the projects undertaken run into Rs 20 crores or more. He also informed that the Chandrayan base part was manufactured by HMT.

Visit to Coca Cola Beverages Pvt. Ltd.

Hindustan Coca-Cola Beverages Pvt. Ltd offers a wide range of drinks manufactured in adherence to hygiene and quality standards. The purpose of the visit was to understand the bottling and concentrate dilution process and witness the stringent Quality Control measures and Total Quality Management system. The visit began with an introductory video presentation, where students were informed about the entire process of manufacturing, bottling and the necessary safety measures undertaken to maintain the quality control standards set by the company. The Resource Person gave students a brief introduction about the company. He then accompanied



them on the campus visit and explained every step involved in processing of beverages and packaging of the bottles.

Visit to Ramoji Film City

The students visited Ramoji Film City on the last day of the tour. It is a famous tourist destination in Hyderabad and holds the Guinness World Book Record for being home to more than 50 well-equipped film sets at a single location.

Course Promotion

10th October, 5th and 12th December 2019

The Postgraduate Department of Commerce visited various colleges on 10th October, 5th and 12th December, 2019 from 12.00 in order to conduct career guidance sessions for Final Year B.Com students. The colleges were

- 1) VVM's Shree Damodar College of Commerce & Economics
- 2) Government College of Commerce & Economics, Borda,
- 3) Cuncoim Educational Society's College of Arts & Commerce,
- 4) Swami Vivekananda Vidyaprasarak Mandal's College of Commerce, Borim, Ponda

Faculty members Ms. Sheryl da Silva, and Ms. Seema Dharani were accompanied by Ms. Arti Kumari and Ms. Chelcy Cardozo, students of M.Com Part II. The students at these colleges were informed about the benefits of doing a Master's degree and the career opportunities one has on completion of the M.Com degree. The students were also made aware about the Goa University Admission Ranking Test (GU-ART), its importance for the admission for M.Com, the syllabus, dates for application, methods of application etc.

The students were then informed about the M.Com program offered at Shree Damodar College of Commerce &



Economics. Various aspects of the program such as the results, rankers at Goa University, infrastructure, library and laboratory facilities, activities such as guest lectures, Industry Interaction Program, Research Paper Presentations, Debate Club, Gurukul, Comquest, Practical assignments, flipped classroom teaching were discussed with the students.

The sessions concluded with positive response from the students. The students clarified their doubts and showed an inclination to answer the GU-ART exam and apply for the M.Com program.

Student Exchange Program

13th – 15th January 2020

Students and faculty of PDEA's Waghire College, Saswad, Pune, Maharashtra visited the College for three days from 13th to 15th January, 2020. This program was a part of the initiative taken by the two colleges to sign an MOU for student exchange and other academic activities. Four students- Mr. Pawar Gaurav Shantaram, Ms. Navale Priyanka Rajesh, Ms. Kamthe Snehal Pandurang and Mr. Kumbhar Suraj Harishchandra accompanied by Vice Principal Waghire College - Dr. Satish Bongane, visited our college. All visitors were from the

Department of Commerce. The visit was coordinated by Dr. Rodney D'Silva, Vice Principal and Dr. Vishal Chari.

Day 1-13th January, 2020

Principal, Dr. Prita Mallya welcomed students and faculty of Waghire College. She spoke about the importance of such programs in understanding and developing

academic and cultural backgrounds of students from the two States. Students and faculty from Waghire College then introduced themselves. Dr. Rodney D'Silva proposed the Vote of Thanks. The student visitors and their faculty member interacted with our students. During the evening they were hosted for dinner by the ICCR (Afghanistan) students of our college, who gave them a taste of Afghan food.

Day 2 -14th January 2020

Dr. Satish Bongane conducted lectures for students of FYB.Com C division and TY B.Com Accounting students. The Waghire College students made a PowerPoint presentation on Maharashtra's economy, food and culture. During the evening they visited churches, temples and they also visited Lokutsav in Panjim. FY B.Com student Shreya Rivankar hosted lunch for the guests and served them Goan vegetarian food.

Day 3 -15th January 2020

On the last day, an entertainment program was conducted by our student volunteers and students of Waghire

College, which included songs, dance and games. After the Valedictory function, the student visitors gave feedback about their visit. They had a pot luck lunch where they ate dishes brought by several staff members. In the evening they visited Goa Citra Museum where they got to see Goan traditional lifestyle. Senalda Lopez student of FY B.Com C hosted dinner for the guests and served Goan non-vegetarian food.

The visitors left with happy memories.

National Youth Day

13th January 2020

On the occasion of National Youth Day, observed on 12th January 2020, the Department of Economics and Banking organized a series of activities on 13th January, 2020 on the theme "Disconnect to Connect" from 10.15 a.m.-12.15 p.m. The objective of the Program was to convey to the students the importance of being disconnected from the world of Internet so as to connect to the real world. Dr. Lira Gama, Head of the Department, Associate Professor in Economics, introduced the speakers to the audience and spoke about the significance of the theme.

The program began with a session by Ms. Amba Prabhu, Counselor. She spoke about the importance of knowing an individual's emotional state of mind. Subsequently she conducted an activity 'Unmasking the True You' with the help of 'Beck's Depression Inventory' test which evaluates the severity of depression in normal and psychiatric population. At the end of the test she informed the students the relevance of their score with their emotional health.

The second activity was writing a slogan on the theme 'Disconnect to Connect' in which all the students participated. The following teams were declared winners:

1. Steffi Biyogi & Ashwini Parab, SY B.Com D
2. Tejaswini Hurke Gowda & Karishma Purohit, SY B.Com C
3. Manjusha Manjrekar and Poonam Shakya, SY B.Com D

The third session was conducted by Mr. Sudhakar Naik, Former Director of Sports and Physical Education of the College. He delivered a brief talk on meditation and breathing techniques. He also stressed on the importance of exercise and eating healthy food for physical fitness. This was followed by Pranayama wherein he taught students effective breathing techniques to ensure that they breathe in more oxygen.

A total of 97 students attended the session. Ms. Stesa Pereira, Assistant Professor in Economics proposed the Vote of Thanks.



Field trip to Lokutsav

15th January 2020

The students of SY.B.Com were taken on a field trip to Lokutsav, Kala Academy and Army Mela, Campal Panjim- Goa on 15th January, 2020. The field trip is a part of the study curriculum in the subject of Rural Marketing and Event Management, Semester IV. The objectives of this fieldtrip were:

- (i) To familiarize students with the importance of event planning and execution, types of events, significance of event marketing, event risks and safety.
- (ii) To interview and interact with rural producers (Self-Help Groups, Mahila Mandals, rural artisans) and understand their challenges in marketing rural products in urban markets.
- (iii) To blend classroom learning with field experience.

This field trip provided students with an opportunity to interact with a few small-scale entrepreneurs and understand the challenges faced by rural producers in terms of distribution, pricing, marketing and selling. Event management students got a glimpse into this multi-faced industry and the various aspects of event operations. There were more than 700 stalls and students were amazed to see the scale and size of this well-organised event.

Students also got an opportunity to visit the Army Mela which was organized on account of Indian Army Day, celebrated on 15th January every year – ‘Know Your Army’, at Campal Ground. This fair aimed at attracting youth into the Indian Army and to increase awareness about the opportunities available in this profession. Various defense equipment, arms, engineering weapons used by the army officers were on display. The officials also informed and educated students about the lifestyle of army officers, quality of training, importance of discipline and military values.

The students departed from the College premises at 9.20 am and returned by 3.00 pm. 29 students were part of this fieldtrip and were accompanied by Asst. Professors, Dr. Sheetal Arondekar and Ms. Pooja Shanbhag.



Participation at 'INSIGNIA 5.0'

15th January 2020

The College participated in 'INSIGNIA 5.0' organized by Rosary College of Commerce & Arts on January 15th 2020. The College team consisted of 12 members under the leadership of SY B.Com student Ivin Pereira.

The inaugural ceremony commenced at 9:00 a.m. It was followed by various on-stage and off-stage competitive events. The event wound up by 4:30 pm after which the valedictory ceremony was held and prizes were distributed to the students. The chief guest for the valedictory ceremony was Dr. Nandakumar Sawant, Principal of Chowgule College. 10 teams from Goa and Maharashtra participated.

The College team won 1st Place for AD-MAD, 2nd place for AD-SELFI and 3rd place for Make Over.

Samarth Pai Angle, Abhishek Desai, Ivin Pereira, Juvot Costa, Jackson Rodrigues, Steven Alvares, Ipshita Singh, Hriya Patil, Aarti Gaudand Stanley Costa participated in the various events. The teachers in charge were Ms. Muktali Cuncolienar and Ms. Marjina Shaikh.

Distribution of Mosquito Nets

18th January 2020

The officials of Margao Urban Health Centre under Directorate of Health Services, Govt. of Goa, have been visiting the College campus on a weekly basis to create awareness and take precautionary measures to prevent breeding of mosquitoes in the campus as well as outbreak of dengue, malaria and other diseases.



On 18th January 2020, Mr. Ainsley Bernard along with the officials of Margao Health Centre distributed mosquito nets to all workers at the construction site of the new College building to prevent malaria and dengue.

Besides, fogging/ fumigation, fever survey and anti-larval measures are undertaken on a regular basis in and around the College campus.

Outreach Activity on Career Guidance

25th January 2020

The Department of Commerce & Management conducted an Outreach Activity on Career Guidance for the students of R.M. Salgaocar Higher Secondary School, Margao on 25th January 2020. The activity was conducted by Dr. Edwin Barreto and Mr. Ainsley Bernard, for students from Commerce and Vocational



streams. The welcome address was delivered by Mrs. Cintia Abranches, Principal of RMS HSS. Various career options available to the students after completion of their HSS were discussed with a special focus on the courses offered at VVM's Shree Damodar College of Commerce & Economics. A role play by our students laid emphasis on various career options available. Students raised queries about the career options available. A total of 141 students attended. The session ended with a Vote of Thanks by Mr. Naguesh Kamat.

NSS volunteer participation at the Republic Day Parade at New Delhi

26th January 2020



Mr. Prem Kumar Singh, an SY B.Com student, was selected as part of the NSS contingent to represent Goa and Maharashtra at the Republic Day Parade at New Delhi. The Contingent consisted of 16 NSS Volunteers – 14 from Maharashtra and 2 from Goa – led by an NSS Programme Officer from Pune. The Republic Day Camp is a 30 day Camp at New Delhi for which the students are selected on the basis of Parade and Cultural Performance and are further trained to march on Rajpath on 26th of January.

The official Inauguration ceremony of the NSS RD Camp 2020 was held on January 7, 2020 in the presence of

Shri R. S. Julaniya (Secretary, Ministry of Youth Affairs and Sports, GOI), Shri Asit Singh (Joint Secretary, Ministry of Youth Affairs and Sports, GOI), Shri N. Raja (NSS Director of India) and Shri Ravikumar Sinha (Under Secretary, Ministry of Youth Affairs and Sports, GOI).

The NSS contingent is the only civilian contingent to march on Rajpath along with the Defense Battalions, with girls leading the first half and the whole contingent consisting of NSS Volunteers forming a Mini-India. The NSS Battalion is a 12x12 platoon with 3 guides and 1 commander, making a team of 148 NSS Volunteers.

The College congratulates Mr. Prem Kumar Singh as well as the NSS Programme Officers, led by Ms. Sharmila Kunde, for this achievement.



Student Exchange Programme

30th January 2020

The Department of Computer Science organized a Student Visit to Aloysius Institute of Management and Information Technology, Mangalore from 30 January to 01 February 2020. A Team of 5 SY BCA students accompanied by Asst. Prof. Bhiku V Bhave visited AIMIT.

The students were

1. Anish Borkar
2. Damodar Naik
3. Rahul Naik
4. Simplicio D'Souza
5. Ramit Angle

Day 1

The team departed from Margao Railway Station on January 30th at 8.00 a.m. and reached Mangalore at 1.00 p.m. An ex-student, Mr. Shravan Apte, presently pursuing MCA at AIMIT, escorted the team to the College and took the team on a tour of the campus. This was followed by a visit to Mangalore city.

Day 2.

On Day 2, the team participated in a National Conclave on Emerging Trends in Information Technology organized by the host Institute. Fr. Denzil Lobo SJ, Director of the Institute spoke about the trends in IT, past and present. Prof. Santosh Rebello – Dean, School of IT and BI delivered a lecture on Emerging Trends in IT and spoke about the importance of Data and Analysis. He also mentioned about the courses currently offered in the College.

The Second session on Data model, diagrams and DBMS was delivered by Asst. Prof. Bhiku V. Bhave. Post lunch the team had a session on Android Studio and Development by Prof. C.G. Thomas followed by a video on Goan Culture and demo on ethical hacking by our students.

Around 40 students from Goa and Mangalore participated in the conclave. Our students got an opportunity to interact with all other students present.

Day 3.

Students attended a lecture by Prof. Santosh Rebello and interacted with other students from 9 to 10am. After this the team was taken to the main campus of St. Aloysius College in Mangalore where they visited the church and Aloysium (Museum). After this visit the team had lunch and were dropped to Mangalore central station, from where they left at 2.30 pm and arrived at Margao at 10.00 pm.

Prof. Kevin and Prof. Santosh mentioned the possibility of a visit to Shree Damodar College campus in the

month of February or March for enlightening students about the various courses at AIMIT.

Survey on Waste Management Practices

27th – 31st January 2020

The NSS Unit conducted a survey of 52 households in Benaulim from 27th to 31st January 2020 to understand the waste management practices followed by the villagers, after which they prepared and submitted a report of the same. The volunteers attempted to find out whether the residents segregate their household waste and the measures adopted to dispose it.



They found that

- Almost 90% of the residents are segregating their waste.
- Dry waste is picked up by the Panchayat once a week in 3 wards and on a daily basis in 1 ward.
- Majority of the residents are managing the wet waste themselves.
- The vegetable waste is used as manure/fertilizer for plants, whereas the food waste is used to feed the pets.
- Many others are either dumping the waste at the road sides or burning it.

A few residents expressed interest in learning how to compost waste. The students also impressed upon them the need to dispose waste responsibly.

A total of 19 volunteers participated in the survey, which was a good, practical learning experience for them.

55th A. D. Shroff Memorial Elocution Competition

1st February 2020



The Department of Economics and Banking of the College, in association with the Forum of Free Enterprise, Mumbai organized the 55th A. D. Shroff Memorial Elocution Competition on 1st February 2020 from 10:00 to 11:30 am. This is the fourth consecutive year that the College is organizing this competition. The topics for the competition were as follows:

1. Quest Towards Inclusive Growth In India, Health for All: Reforming National Health Policy
2. Role of a Model Citizen in Indian Democracy

The competition witnessed participation by ten B.Com students. The judges for the competition were Assistant Professors Dr. Sheetal Arondekar, Ms. Prachi Kolamker, and Ms. Samiksha Vengurlekar. Mr. Aniruddh Borkar won the first place and a cash prize of Rs. 2500/-, Mr. Jackson Rodrigues secured second place with a cash prize of Rs 1500/- and Ms. Rutvi Mewada secured third place and a cash prize of Rs.1000/-. All winners are from First Year B.Com. The competition was coordinated by Dr. Vishal Chari, Assistant Professor, Department of Economics.

Live Screening of Union Budget

1st February 2020

The Union Budget of India for 2020-21 was presented by Smt. Nirmala Sitharaman, Finance Minister, Govt. of India. The Budget was screened live in two BBA(FS) classrooms on 1st February, 2020 from 11:00 a.m. onwards. The objective of this activity was to make students familiar with the Budget presentation and learn to identify the key points from the Budget.

A total of 47 students attended the live screening. The students were asked to download the Budget document for reference from the official source provided to them. The students were happy to attend the live screening and appreciated the initiative of the Department. All the faculty members of the Department also participated in the activity.



Tech Quizzards

1st February 2020

“TechTrendz” -the Technology Club of the Department of Computer Science organized Tech Quizzards- an Inter-class Competition comprising of 3 rounds of Technical Quiz on 1st February 2020 from 11:30 am to 1.30 pm in Lab 3. The organizing team comprised of Mr. Shaunak Bale and Ms. Caph Dias. A total of 5 teams comprising 10 students participated in the competition. The faculty members incharge of the event were Ms. Akshada Hegde & Ms. Namita Neurenkar.

Participants were required to participate individually or in a team of two members. Each team had its supporters in the audience, who were allowed to help their teams up to Round two.

1st Round: Safe Zone (General Information Technology)

Each Team had to answer four questions. Teams giving correct answers were awarded ten points. The round did not have negative marking. Also questions could not be passed.

2nd Round: Blue Zone (Identifying Logos)

The teams were required to identify the logos projected on the screen. 15 questions were posed to the teams in the order in which they were seated. Questions could be passed to the next team in line in case the teams were unwilling to answer. Correct answers were awarded 20 points and wrong answers were given a -10.

3rd Round: Red Zone (Rapid Fire)

The teams were asked twenty questions in the order in which they were seated. Questions could be passed to the next team in line in case the team was unwilling to answer. Correct answers were awarded 30 points and wrong answers were given a -30. At the end of the 3rd Round, the scores were totaled. Mr. Shaunak Bale was the Quiz Master and Ms. Caph Dias kept track of the scoreboard.

The winners of Tech Quizzards are as follows:



1st Place Dazly Gonsalves & Jester Figueiredo from SYBCA,

2nd Place Smruti Kudnekar and Saidutt Naik from FYB.Voc. & FYBCA respectively

3rd Place Komal Devkar & Mark Dourado from TYBCA

Live Screening of the Union Budget

1st February 2020



The Department of Economics and Banking organized a live screening of the Union Budget on 1st February, 2020 from 11.00 am – 1.00 pm. This was attended by teachers and students of all classes of the B.Com Programme. It was the first Union Budget of the third decade of the 21st century. In her budget speech, the Finance Minister, Smt. Nirmala Sitharaman unveiled a series of reforms, aimed at energizing the Indian economy through a combination of short-term, medium-term, and long-term measures.

59 students attended the screening.

Session on Pursuing an MBA degree

3rd February 2020

The Career and Placement cell organised a session on **Pursuing an MBA degree** on 3rd February, 2020 from 11.15 am to 12.15 pm. The Resource Person for the same was Mr. Mervyn Fernandes, Student Coordinator, Goa Business School, Goa University. The session commenced with the speaker enlightening the students on the role of an MBA graduate in an organization. He further briefed the students on the MBA programme offered at Goa University and the procedure to apply for the programme. The various facilities available at the campus were discussed and relevant tips to clear the competitive entrance exams were shared with the students as the session came to a close. A total of 56 students attended the talk.



Integrity Day

3rd February 2020



The NSS Unit of the college in association with JCI Salcete Coastal celebrated Integrity Day on 3rd February 2020 from 9.15 to 10.15 a.m. The Programme began with Mr. Ainsley Bernard addressing the NSS Volunteers. Mr. Adrian Torres, President of Lions Club of Canacona spoke about the importance of integrity in day to day life. Various students shared their childhood experiences and memories where they realized the importance of integrity and honesty in their

lives. Mr. Mueed Madhwani, President of JCI Salcete Coastal also shared his thoughts on imbining honesty in day to day activities to lead a happier life. The session ended with all the 32 students who were present, taking the Integrity Pledge.

Session on 'Business Model Canvas'

5th February 2020

The E-Cell and Institution's Innovation Council organised a session on 'Business Model Canvas' by Mr. Samay Shetti, Former Community Manager, CIBA on 5th February 2020 from 11:15 am to 12:15 pm in the Smart Classroom. The speaker emphasized the importance of an innovative idea for any business to succeed. The speaker gave conceptual clarity to the audience on Business Model Canvas. He engaged students in a practical session by sharing the format of an ideal Business Canvas Model. He explained every aspect of a Business Canvas Model and helped the students prepare their own Business Canvas. The session concluded with Mr. Samay addressing the students' queries.



Guest Lecture on Service Marketing in the Hospitality Sector

6th February 2020

The Postgraduate Department of Commerce organized a Guest Lecture on 6th February 2020 at 11.00 am.

The session started with a brief introduction of the Guest Speaker, Mr. Vinod Jain, CEO at GNQ Hospitality Consultants- Panaji. Mr. Jain began the lecture by seeking responses from the students about their career plans after completion of M.Com. Most students showed interest in venturing into business. He explained that while choosing a business, one should direct the business objectives into a right decision and should also plan various CSR activities of the business. In this light, the case study of OYO Hospitality was discussed in great detail. OYO is the world's third largest and fastest growing hospitality chain. Through this case study he highlighted that CSR is becoming a new career opportunity.



He explained the various marketing techniques, which was the highlight of his session. He explained the 4Ps which are a crucial element in starting a new business.

The session had an interesting game wherein students had to identify and rate different hotels based on high, medium, expensive, classy and low prices. The objective of the game was to make students recognize and understand the importance of different aspects while designing services, which play an important role in attracting consumers and building the brand image of restaurant chains.

Many examples were quoted to project the practical aspects of services marketing in the Indian scenario. For e.g., The Marriot is known for its ambience and beds in the rooms, which are designed with the psychological understanding of consumers, and aim to help the customer relax.

The session came to an end with an explanation on Service Designing, which included aspects such as:

- Designing service marketing strategy
- Services Marketing Blueprint
- Service Encounters
- Zone of Tolerance
- Gaps in Services Marketing Process

The Guest Lecture concluded with the Vote of Thanks by Ms. Priya Pai Vaidya, student of M.Com Part II.

Crossword Puzzle Competition

6th February 2020

The BBA(FS) department conducted a Crossword Puzzle competition for the BBA(FS) students on 6th February, 2020 from 10:30 to 11:30 p.m. as part of Investor Hub activity. The crossword puzzle was constructed



with words concerning major concepts from the course curriculum, financial markets, and relevant aspects in the financial area. The objective of conducting crossword puzzle for students is to test the level of understanding of students with regard to various aspects of the financial services industry. The crossword puzzle helped to improve the students' understanding of concepts, financial terms, vocabulary and to develop word recognition.

The activity was conducted for Second & Third Year BBA(FS) students. Students were divided into five groups and were given 30 minutes to solve the crossword. A total of 37 students participated in the activity. Overall it was a good learning experience for the students.

Guest Lecture on Organizational Behavior

7th February 2020

The Postgraduate Department of Commerce organized a Guest Lecture for M.Com-Part II students on 7th February 2020 at 10.00 a.m. The Resource Person was Ms. Manika A. Costa Pereira, Co-founder of Enrich Service Solutions, Margao. 27 students attended.

The main objective of the guest lecture was to provide students with a practical insight into organizational behavior, with hotel operations being the sample case discussed and observed.

Ms. Costa Pereira began the session by discussing the various types of operations undertaken in a hotel, viz. front office, finance and accounting, accommodation operation, food production, and so on.

The session was highly interactive, and the case of opening and operating a new hotel was discussed and explained with inputs from the students, that the resource person built upon.

The resource person elaborated that opening and operating a new hotel entails making decisions pertaining to the following;

1. Planning finances and constructing a budget
2. Writing down the processes to have in place
3. Creating a Balanced Score Card of finance, employees, customers and processes.

Under each head, there are Key Result Areas and Formal Groups, which serve those specific areas.

As the areas operate separately, on a day-to-day basis, conflicts may arise, such as inter-department conflicts between housekeeping and front office; wherein if the former is lacking in efficiency, the latter cannot provide the reserved room to a guest on time.

It is important to confront the conflict by reviewing the processes. The same is done using a why-why analysis, which is a quality control process for the service industry. One method of reducing conflict and improving efficiency is to have motivated employees.

The means of motivating employees may be as follows:

1. Monetary motivation – bonuses and rewards.
2. Appreciation and praise.
3. Counseling and grievance cells.
4. Other motivators may be specific to the hotel, such as employee entitlement to a two-night stay.



The best way to ensure results is by having well-formed formal groups, with efficient leadership from the supervisors, and by minimizing intra-group conflict. Most organizations have employee welfare guidelines in place.

To conclude the session the resource person placed real-world cases before the students in order to engage their analytical and problem solving skills.

The resource person provided additional information about:

1. Stress the employees may face
2. Employee mind-set
3. Benefits of inter-group rivalry
4. Stress involved with team-work

The session ended with the vote of thanks by Ms. Mamta Jain, student of M.Com Part II.

Paper Presentation by Students at the National Seminar on 'Financial Services in Digital India: Challenges and Opportunities'

7th and 8th February 2020

M.Com Part II students - Ms. Ariti Kumari and Ms. Chelcy Cardozo presented a paper at the National Seminar on 'Financial Services in Digital India: Challenges and Opportunities' organized by M.E.S. College of Arts & Commerce Zuarinagar, in collaboration with the Directorate of Higher Education, Government of Goa on 7th and 8th February 2020.

The keynote address was delivered by Dr. Manoj S. Kamat, Principal of Shree Mallikarjun College of Arts & Commerce, Canacona Goa. The seminar had 4 technical sessions where students, faculty members and other research scholars presented their research papers; in total 14 papers were presented.

The Resource Person for Technical Session One was Dr. N. M Champagi, who briefed students on different tools and techniques which can be used to analyze data. Day 1 concluded with a panel discussion, where members spoke about the challenges and opportunities of financial services in Digital India.

The theme for Session 3 was Digital Payment Platform. Three papers were presented for the session. For the 4th technical session the theme was Issues of Digital India in Financial Services Sector. There were altogether five papers that were presented for this session.

Ms. Ariti Kumari and Ms. Chelcy Cardozo presented a paper on the topic 'Digitization: Opportunities and Challenges'. The objective of the paper was to analyze the Challenges and Opportunities of Digitization among the people of South Goa. The study aimed at exploring the challenges faced by employees, customers, retailers and opportunities available. The data was collected by a well-structured questionnaire. A survey was conducted with a sample of 100 respondents. The results showed that there is growth and opportunity in Digitization.

The Chief Guest for the valedictory session was Dr. Manasvi Kamat.



Faculty Participation at Two-Day Workshop on "Data Science"

7th & 8th February 2020

Sant Sohriobanath Ambiyee Government College of Arts and Commerce, Virnoda, Pernem, organized a Two-Day Workshop on "Data Science" on the theme "Fraud and Risk Analysis in Financial Markets" on 07th and 08th February, 2020 from 09:30 am to 04:00 p.m. The Resource Persons for the workshop were Dr. Hemant Palivela and Mr. Abhijit Naik. The workshop was attended by Ms. Trisha Vadil, Assistant Professor in



Commerce, BBA(FS) Department.

Dr. Hemant Palivela is Head of Artificial Intelligence and Machine Learning, eClerx Services Ltd. On the first day, the session was conducted by Dr. Hemant Palivela wherein he enlightened the audience with the fundamentals of data science and other

important key terms like Machine Learning, Deep Learning, and Artificial Intelligence etc. He also explained about the application of data science in Finance.

On the second day, the session was conducted by Mr. Abhijit Naik. Mr. Abhijit Naik is working at eClerx Services Ltd. as a Data Scientist and a Business Consultant in the field of AI/ML. The Resource Person briefed the audience on fraud, risk and other types of analytics. Overall, the sessions were very informative.

Financial Brainstorming Activity

8th February 2020

The Investor Hub of BBA(FS) Department organized **Financial Brainstorming** activity for BBA(FS) students

on the topic '**Money & Finance**' on 8th February 2020 at 9.15 am. To begin with, students were divided into groups and instructed about the rules of the activity. Participants polished their skills and improved their coordination with the team members. The main objective of this activity was to develop students' knowledge and enhance their critical and problem-solving skills.

Like any other puzzle, the activity helped bridge the gap between knowledge and practice of business, personal finance and money management amongst the students. These activities are a fun way to refine students' knowledge and they enjoyed solving them like a game while learning. 49 BBA(FS) students actively participated in the competition.



Business Management Organizational Behavior ISA III

9th February 2020



The Post Graduate Department of Commerce organized Business Management Organizational Behavior ISA III on 9th February, 2020 at FATMA AASRA Orphanage Home, Benaulim. The main aim was to enable the students to learn to work as a group/organization and to achieve individual fulfillment and success as a team.

The students were assigned to visit an orphanage and conduct an activity for the children residing at the institution.

The process involved in organizing the activity was as follows:

1. Planning an estimated date and time
2. Approaching the administrators of the institute for permissions
3. Agreeing upon a date suitable to both parties
4. Deciding what activities to conduct
5. Deciding upon a sequence of activities
6. Organizing finances and food arrangements
7. Finalizing and refining all plans

Each student was required to undertake certain tasks in order to conduct activities; the students were entirely responsible for coming up with ideas and themes.

The theme decided upon was First Aid and Safety, as it could be educational and beneficial to the young students.

The activities conducted were as follows;

1. Introduction and initial engagement among M.Com students and the children

2. Three different games, conducted between events.
3. Display and explanation of a chart featuring public safety/emergency phone numbers
4. Spot prizes for answering questions on general knowledge and first aid/safety
5. A performance enacting different types of injuries and demonstrating the first aid measures to be taken and also explaining what should not be done.

The timing for the event was 9:00a.m.to 11:00a.m. The students were able to conduct all the planned activities within the given time, and with encouraging response from the children.

The main learning outcomes of the activity were as follows

1. Learning to organize themselves into a group
2. Planning and organizing skills
3. Learning how to work together with different ideas
4. Decision-making and leadership skills
5. Instilling creativity and innovation
6. Conflict management
7. Time management

In addition to the education-based results of the activity the students also gained some emotional and empathetic intelligence, learning the satisfaction of giving back to society and educating and bringing joy to those in need.

The teacher in charge was Ms. Sheryl Da Silva. A total of eight students participated for the same. The students not only gained practical knowledge of the subject, but also had a holistic learning experience.

Visit to STEAM Lab and ATL at Vidya Vikas Academy

11th February 2020

The students and faculty members of the Department of Computer Science visited the STEAM (Science Technology Engineering Art Maths) Lab and ATL (Atal Tinkering Lab) at Vidya Vikas Academy on 11th February, 2020 from 2 to 3:30 pm. The objective of visiting the STEAM and ATL Labs was to give students exposure to the working of sensors and 3D printing. 32 students and 5 faculty members experienced a Hands-on session on 3D designing, using Tinkercad Software and also on product designing and printing on a 3D printer. The students and teachers also got an opportunity to see the various tools provided to the students at Vidya Vikas Academy for implementing their ideas. At the Labs, each group of 5 students were provided with a Laptop and all the necessary kits to be used during the session.



Ms. Gayle Fernandes, STEAM Lab Incharge explained the need for having a STEAM Lab at the institution and how beneficial it is for students to try out their innovative ideas with the resources available at the Lab.

Ms. Shreya Dessai, ATL Lab Incharge explained the open source Tinkercad Software and designing basic key chain 3D Design, considering the different options provided in the software. Ms. Gayle and Ms. Shreya assisted

each group of students in completing the designing and further they both explained the working of the 3D Printer to all the students and faculties.

The designs created by the students were sent out to be printed on the 3D Printer, where the students were able to see the use of filaments turning into a 3D Model designed by them.

Further, Ms. Gayle explained about the use of different electronic sensors and the working of Arduino Board and its configuration for using different sensors. Ms. Gayle guided the students on how to interface an ultrasonic sensor with Arduino microcontroller to determine the distance of an object. Students also explored how to configure a Temperature sensor.



Further the students were given an overview of the various tools present in both the labs for robotics, astronomy, wood working and pottery. Students and faculty members were very happy to have visited the STEAM and ATL Labs and have gained knowledge about sensors, robotics, astronomy tools and 3D designing and Printing.

The Department of Computer Science is grateful to Vidya Vikas Academy for providing students and teachers an opportunity to visit and learn at the STEAM and ATL Labs.

Student Participation at Brahmastra 2020

11th February 2020



28 students participated in Brahmastra 2020, an Inter-Collegiate State Level event organized by Government College of Arts, Science and Commerce, Quepem on 11th February, 2020.

The team consisted of students from all the UG programmes and was led by Ankur Bhat (GS, Cultural Council), assisted by Trupti Naik (LR, Cultural Council). The team participated in the following individual and group on-campus and off-campus events: Battle of Bands, Treasure Hunt, Duet Singing, Face Painting, Thug of War, Strong Men, PUBG, Photography, Quiz, Mr. and Ms. Brahmastra, Surprise Event and Men's Physique. For group competitions the student in-charges were: Battle of Bands – Rajsheker Mandrekar, Thug of War – Kiran Fernandes, Treasure Hunt – Tanisha Karshetty, Duet Singing – Sairaj Gadge and Face Painting - Hritika Chari.

Shree Damodar College team won 2nd place for Face Painting, 3rd Place for Men's Physique and 3rd Place for Battle of Bands. Twelve teams from all over Goa participated in the event. The students were guided by Mr. Mayuresh Adsul, Assistant Professor in Commerce, BBA(FS) Department.

Comphilia 2020

11th February 2020

Eight students of the Dept. of Computer Science participated in Comphilia 2020 organised by Fr. Agnel Ashram, Verna on 11 February 2020. The students participated in 4 events.

The students won first place in Treasure Hunt which consisted of 10 checkpoints.

A team of two students participated in Game Development using Scratch.

A team of two students participated in a creative event called Web-Hamlet. There were 3 teams. Each team consisted of 2 members.

There were 2 rounds:

- 1) 20 MCQs in 5minutes
- 2) Development of a site on the spot on a given topic

The final event was Hackathon. There were more than 9 participants.

The MCQ questions were mostly on the history of C programming.

The overall event was a great learning experience for the students.

The participants at each event were

Treasure Hunt:

- | | |
|---------------------|--------------|
| 1. Frilia Goes | FYB.Voc.(ST) |
| 2. Nashita Da Silva | SYBCA |
| 3. Yagnesh Redkar | SYBCA |
| 4. Megan Cardozo | SYBCA |

Game Development

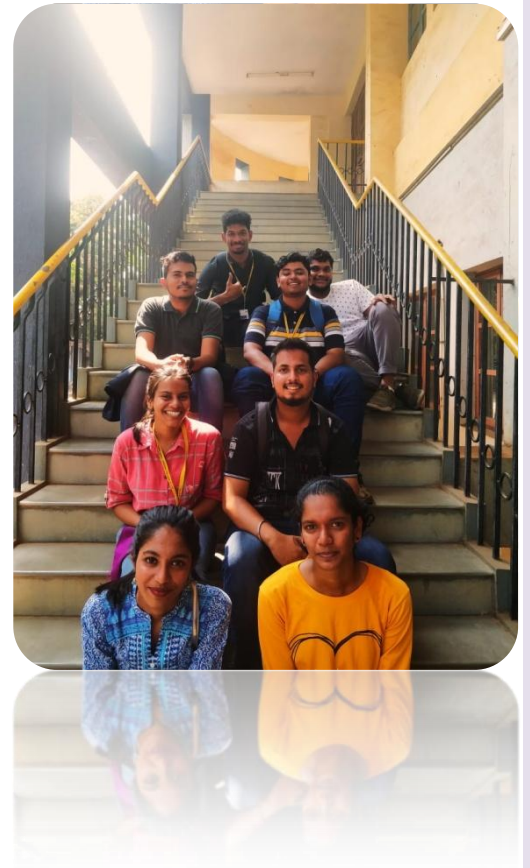
- | | |
|--------------------|--------------|
| 1. Noel Fernandes | FYB.Voc.(ST) |
| 2. Rajat Nagvenkar | FYB.Voc.(ST) |

Web Hamlet

- | | |
|----------------------|--------------|
| 1. Stoline Fernandes | FYB.Voc.(ST) |
|----------------------|--------------|

Hackathon

- | | |
|--------------------|--------------|
| 1. Jason Fernandes | FYB.Voc.(ST) |
|--------------------|--------------|



One-Day Workshop on Creating Awareness on Intellectual Property Rights(IPR)

12th February 2020

The Institution's Innovation Council (IIC) organized a One-Day Workshop on creating Awareness on Intellectual Property Rights(IPR) on 12th February, 2020. The Resource Person was Ms. Shalini Menezes,

Founder of SimSim Advisory Pvt. Ltd. and an alumnus of IIT Kharagpur holding Masters Degrees in Physics, Biophysics and Law. She is currently pursuing a Ph.D. in Valuation of IP.

After the welcome address by the Vice Principal Dr. Rodney D'Silva, Ms. Sweta P. Shet Verenkar, Asst. Prof. in Computer Science, introduced the Chief Guest.

Ms. Menezes has considerable experience in the field of patent search, filing, drafting (Indian and international), company law matters (India, U.S., Australia) and other related legal matters. Her work in the IP field includes copyright, design, patent and

trademark search and advisory reports, IP Management, IP prosecution, compliance and maintenance. She provides advisory services in IP litigation matters. Ms. Menezes also serves on multiple committees to assess Intellectual Property and guide institutions and individuals to grow an IP portfolio.

Ms. Menezes spoke about Introduction to Property, Intellectual Property, Copyrights, Trademarks, Patents, Trade Secrets and Commercialization of Intellectual Property. 32 Students from all streams benefited from the workshop.



Ms. Menezes explained about Property and Intellectual Property by interacting with participants considering examples from the students and mentioning the right towards property for each individual. Copyrights and Trademarks were also explained. Students were informed about the Do's and Don'ts while deciding on Trademarks. The benefit of having a copyright or obtaining a trademark was elaborated visually. Further the participants were informed about the step by step patent filing process with many examples.

The participants were made to understand that patenting should involve an inventive step having an industrial application. Participants learnt that a patent obtained in one country is only applicable within that country.

The Resource person encouraged the participants to look forward to their IPR and mentioned that obtaining a patent, which took 5-6 years earlier, takes as little as one and half year now. Participants gained an insight into basic knowledge of IP, IPR, Copyrights, Trademarks, Patents, Trade Secrets and Commercialization of IP. Case Study of Coca Cola and Martins Corner Masala were mentioned as an example of a Trade secret.

Further Ms. Menezes highlighted the importance of IPR to the students from various domains like Commerce, Management and Computer Science. Ms. Menezes mentioned how a student working at a company can add value to the company by managing IP and being an asset to the company. Ms. Menezes also urged the students to not only come up with innovative projects but also protect their innovation through IPR.

The Vote of Thanks was proposed by Ms. Sweta P. Shet Verenkar.

Stress Management Activity

14th February 2020

The Postgraduate Department of Commerce organized a fun activity on February 14, 2020 to help students understand the concept of stress management. The activity was a game called 'passing the action'.

Two students of M.Com Part II – Miss Priya Pai Vaidya & Miss Natasha Fernandes began the activity by introducing stress management and discussing the various non-personal & personal causes of stress. The students also discussed the various means of dealing with stress.

Rules:

1. Form a straight line, one behind the other
2. No repetition of actions
3. No turning behind and watching others do the actions

The activity:

30 students were asked to stand one behind the other in a straight line, facing straight ahead.

The student standing at the end of the line was shown five actions which she had to pass on to the student standing in front of her.

The students were not allowed to repeat the actions or to look behind and see others do the actions.

The participants were asked to memorize the actions and pass them on to the next person in one go. The task was to remember



all 5 actions in proper order. Only a few students at the beginning could recollect all the 5 actions; others were confused and couldn't recollect all the actions. Finally, the student standing at the beginning of the line received only 2 actions out of 5.

After the activity was completed, the students were asked what they learned from this activity.

Students responded that they understood the concept of stress and how to manage it by performing certain activities which would help them to calm down and focus better on their work.

Through this activity they understood that sometimes we feel stressed out due to situations in our daily life or changes taking place in our work environment. And by doing certain activities that makes us feel happy and relaxed, we can deal with this stress in a better way, concentrate better on our work and perform more efficiently. The students enjoyed the activity.

Two-Day National Seminar on "E-Commerce: Boon or Bane for the Economy?"

14th & 15th February 2020

Fr. Agnel College of Arts & Commerce, Pilar, organized a Two-Day National Seminar on "**E-Commerce: Boon or Bane for the Economy?**", on the 14th and 15th of February 2020.

The Chief Guest for the seminar was Dr. B. M. Hirdekar, Registrar, Sanjay Ghodawat University, Kolhapur,

while the Guest of Honour was Ms. Kavya Allaparthi, Milroc Goodearth Developers, Panaji. After the inaugural function, the keynote address on "E-Commerce Revolution and its Impact on the Economy" was delivered by Dr. B. M. Hirdekar. This was followed by Technical session I on the "Impact of E-commerce on Business and other Allied Sectors" by Dr. A. M. Gurav, HOD and Dean, Faculty of Commerce and Management, Shivaji University, Kolhapur. The session continued with seven papers presentations by students from the PG level within and outside the State. The PG presentations were moderated by Dr. Shilpa Dessai.



Technical Session I continued post lunch with 17 paper presentations by the UG level students. Two students Mr. Sarthak Faldesai and Ms. Dnyanada Prabhudessai from SY B.Com and Asst. Professor Lizette D'Costa, presented a paper titled "The E-Commerce-Consumer connect: A Study on the Impact of E-Commerce on Consumer Behaviour". The UG level presentations were moderated by Dr. Reji George. The session ended with a summary by the moderator and the observations and remarks by the jury.

Day 2 commenced with Technical Session II at 09:00 a.m. by Dr. Yasmeen Aowte, Associate Professor and Vice Principal of Gogte College of Arts, Science and Commerce, Ratnagiri. Her topic for the session was "Impact of E-Commerce on Consumers and Society".

This was followed by Technical Session III at 10:00 a.m. on "Digital Marketing" by Mr. Sudhir Shetty, founder of Espressoive & Skilltune.

The National Seminar gave students a chance to write and present a research paper.

Half-Day workshop on “Graphic Designing & Animation”

15th February 2020

The Department of Computer Science organized a half-day workshop on “Graphic Designing & Animation” on 15th February, 2020. Ms. Namita Neurenkar introduced the Resource Person Mr. Roshan Raykar, a BCA graduate and Founder, School of Passion.

Mr. Raykar asked the students a set of questions, to enable them to identify their Passion. He shared his example as to how his passion made him successful in his career. Before starting the session he made students realize that, TIME is valuable and therefore he introduced his success story to them so that they realize that they are investing their time which will add value to their life.



Mr. Roshan then spoke about the opportunities available to students to make a good career in Graphic Designing/Animation. He mentioned various fields and projects which are greatly in demand. Graphic designers & Animators are offered high pay packets.

He then moved to a demonstration of softwares used in Graphic designing. He showed students how to create Graphic designed CV's so as to be different from the rest. He also created cartoons using Software.

Mr. Roshan ignited a spark in students to think about changing their passion into a bright career so that they will be rewarded with work satisfaction which will bring happiness along with high monetary rewards as there are several opportunities for entrepreneurs in IT.

30 FYBCA, 20 SYBCA, and 1 FYBVOC student benefited from the Workshop. The Vote of Thanks was proposed by Ms. Namita Neurenkar.

Guest Lecture on “Leadership for Personal Growth and Development”

18th February 2020

The BBA(FS) Department organized a Guest Lecture in Essentials of Management for FY students on 18th



February 2020 from 10:30 am to 12:30 pm. The topic of the session was “Leadership for Personal Growth and Development”. The main objective of the session was to provide valuable insights to enable students to identify actions that set the stage for a leader's success in an organization.

The Resource Person was Ms. Caroline Stewart Silva, Proprietor of Impact Training Solutions. The topics covered for the session were Leadership Skills for Growth and Development, Personality Development, How to Develop Personality, Leadership Styles, Managers v/s Leaders, Importance of Developing Leadership Skills, Leadership Core

Values, and Steps to become a Good Leader.

53 students attended the session, which ended at 12:30 pm with the Vote of Thanks proposed by Ms. Manisha Tapas Bhasker. The session was coordinated by Asst. Prof. Lizia V. Gomes and Asst. Prof. Cinola T. Vaz.

Faculty & Student Participation at One-Day State Level Entrepreneurship Development workshop

18th February 2020

The Post Graduate Departments of Food Technology & Commerce of Carmel College of Arts, Science and Commerce, Nuvem in association with World Trade Center Goa organized a One-Day State-Level Entrepreneurship Development workshop “Be Your Boss, Build Your Brand: Employ, Enthuse & Export” on 18th February 2020. The workshop was attended by Assistant Professor Muktali Cuncoliencar, 7B.Com students and 5 BCA students.



The workshop was divided into 6 technical sessions. The

resource person for Technical Session I was Mr. Blaise Costabir, who elaborated on the pros of being an entrepreneur and also emphasized on the qualitative aspects needed to build an entrepreneurial brand. He explained the importance of Entrepreneurs in industry, how important it is to make your brand name and how to deal with customers.

Technical Session 2 focused on the role of EDC and Incubation centres in building entrepreneurial spirits. The session was headed by Mr. Ravindra A Manerkar and Ms. Joshna Viegas. The resource persons also threw light on CMRY scheme.

Mr. Cyril D'Souza, Asst. Director, World Trade Center Goa headed the 3rd technical session. He briefly explained about national and international trade and also explained how the World Trade Center in Goa facilitates and promotes local companies to access global markets through the World Trade Center.

Technical Session 4 was headed by Mr. Ashutosh Kumar, Chief Manager, State Bank of India, who stressed upon financial assistance and pre-loan sanction and documentation formalities.

Mr. Gavin D'Souza, Director, Lila Digital and Environmental Solutions Pvt.Ltd, gave examples of various successful as well as failed businesses around the world.



Technical Session 6 headed by Mr. Deepak Parab, Nodal Officer, Goa State Patent Information Center elaborated on the State Patent Information Center and its future strategy for IP registrations.

The programme concluded with the valedictory ceremony and distribution of certificates to the participants.

Outreach Activity

18th – 21st February 2020

The NSS Unit of the College conducted an outreach activity-Teaching in School - as a project for the NSS Volunteers. This project was carried out from 18 to 21 February 2020 from 2.30 pm to 3.30 pm at a school and a Day Care run by El Shaddai Charitable Trust at Malbhat, Pajifond, Margao. El Shaddai is a non-profit NGO running homes and shelters for street children and orphans and committed to education of these children. The



major objectives were to teach these underprivileged children and to understand their lifestyle.

32 NSS volunteers participated and conducted various activities like screening a short film on how to keep the classroom neat and clean; the same was translated in Hindi. Simple Quiz, Hindi Barakhadi, Dance, Games, etc. were also conducted. Prizes were awarded to the winners. The children were also given an opportunity to showcase their talents. Mr. Shrikant Madar, NSS Program Officer, was in charge of this activity, which was a great success.

Guest Lecture on Digitalisation in Businesses: Opportunities & Challenges

18th February 2020

On February 18, 2020, the BBA(FS) Department organized a guest lecture on '**Digitalisation in Businesses: Opportunities & Challenges**' for TYBBA(FS) students as part of the E-Commerce & E-Accounting course.



The session began with a brief introduction of the Resource Person – Mr. Mangirish Salelkar, CEO & Co-Founder of UMANG Software Technologies and President, Goa Technology Association. His area of expertise includes technical solutions for the digital transformation of businesses and IT-enabled business services. The objective of this lecture was to make students familiar with the opportunities and challenges in e-businesses. The topic provided an insight on Fomo Syndrome, Digitalisation vs. Digitisation, Application of

Web, Advantages of digitalisation, Organisation resistance to change, and Ineffective collection of customer data. It was an interactive session which students enjoyed. 33 students attended the session.

International Mother Language Day, 'Matribhasha Diwas'

20th February 2020

International Mother Language Day, 'Matribhasha Diwas' was celebrated at VVM's Shree Damodar College of Commerce & Economics, Margao, Goa on 20th February, 2020 from 12:00 pm-1:30 pm in the College Reading room. Various activities were organised, highlighting the importance of the Mother Tongue and celebrating the rich diversity in Indian languages. To mark this celebration, The Library arranged an exhibition of Konkani books from its collection, which students enthusiastically perused.

The formal programme commenced with the welcome address by the College Principal Dr. Prita Mallya, who highlighted the role of Konkani in the cultural identity of Goa. Principal called upon students to make all efforts to learn the language which needs to be preserved and protected for safeguarding the identity of the State. She also highlighted that the College has a rich diversity of teachers coming from different parts of India, which helps the students and teachers to learn and respect the different languages of the country.

The students put up two beautifully conceived **Skits in Konkani** depicting the social issues facing Goan society. This was followed by a **Short Film in Konkani**(made by students) on the evils of alcoholism and the problems faced by the girl child, particularly with their education. Ms. Dyanada Prabhudessai recited a **Poem in Konkani** specially written to commemorate the Matribhasha Diwas celebration. Students also actively participated in the **Debate Competition** where they eloquently argued on the topic 'What Should Be the Medium of Instruction at the Primary Level of Education - Mother Tongue (Konkani) or English'.

The highlight of the program was an invited lecture by Mrs. Rekha Rao on the need to preserve and protect mother tongue in a world which is rapidly changing due to technology and globalisation. Mrs. Rekha Rao said learning becomes natural and effortless when it is through one's mother tongue and conversations in mother tongue provide soothing feeling and healing touch to people who have moved out of their home state for any reason. She called upon students to make it a point to develop proficiency in their mother tongue which will help them to achieve greater leaning in their life. She also recited a poem in Konkani on the power and beauty of the language.

The programme concluded with the Vote of Thanks. A total of 60 students participated in the Matribhasha Diwas celebration.



Local Placement Fair

20th February 2020

The Placement Cell of Shree Damodar College organized its Annual Local Placement Fair for the Academic Year 2019-20 on 20th February 2020. 16 companies participated in the Placement Fair for the purpose of recruiting students from various streams i.e. B.Com, BCA, and BBA(FS). A total of 164 students who had registered with the Placement Cell, appeared for interviews conducted by the participating companies.

The Placement Fair commenced with the Inaugural ceremony at 9:30 am. The Principal Dr. Prita Mallya welcomed the gathering. She thanked the recruiters for taking time out from their busy schedules and conducting the interviews. She also hoped for continuous collaboration and support from the recruiters.

She motivated the students to give their best in the interviews and wished them luck. The Inaugural session concluded with the release of the Placement Brochure by the Principal and the Recruiters.

Post the Inaugural Ceremony, the recruiters were directed towards the Classrooms/Labs and allotted spaces for the purpose of conducting interviews. The members of the Placement Cell along with student volunteers coordinated the movement of students towards the different recruiters as per their preferences. The interviews were conducted from 10:00 am to 5:00 pm. Several recruiters shortlisted students and informed the Placement Committee that subsequent rounds would be conducted at their premises.

The organizations present on the occasion were Imperial Wealth Services, Shriram Transport Finance Co. Ltd., AdvaitaiTech, Doshy's Living Concepts, Baywatch Resort, Muthoot Finance Ltd., Chowgule Industries Pvt. Ltd., Goa Miles, AR Consultancy, Axis Bank Ltd., Nanu Resort & Spa, CommScope Solutions India Pvt. Ltd., Kenkare Investment Concepts, Haztech, IFB and Letcetra Agritech.

The faculty members who coordinated the fair were Dr. Maithili Naik, Mr. Ainsley Bernard, Ms. Ashwini Devvari, Ms. Trisha Vadil and Ms. Akshada Hegde.



Presentation Session by Research Scholars

20th February 2020



The Research Cell organized a Presentation session on 20th February, 2020 from 12.30 pm to 1.30 pm in Room No.115. Research Scholar Mr. Sandesh Gaonkar, Assistant Professor, Dept of Commerce and Management presented his research work. Dr. Lira Gama (Coordinator) and Mr. Sandesh Gaonkar (Member) were the teachers in charge for the same.

Mr. Sandesh Gaonkar spoke on his topic "An Empirical study on introduction of currency options and its price behavior on the exchange rate in India". The objectives of his research work are to study the growth and development of currency options in India and to determine the perception of authorised

dealers about the efficiency of the currency option market in Indian.

The session concluded at 1.15 pm.

Field trip to Savri Waterfall

22nd February 2020



The Department of Computer Science conducted a field trip to Savri Waterfall, Budbude Lake and Raika Honey – Apiculture at Netravali on 22nd February 2020. 67 students went on the field trip, accompanied by faculty members, Mr. Bhiku Bhawe, Ms. Akshada Hegde, Mr. Kiran Naik, Ms. Sweta P. Shet Verenkar, Ms. Annette Santimano, Ms. Madhumeeta Dhar and Ms. Meher Fedda Rodrigues.

The field trip was conducted as a part of E-Commerce subject for the TY BCA students as well as a field trip for First Year BCA and B.Voc(ST) students of Environmental Studies.

The objectives of the field trip were:

- To understand Apiculture and the sale of honey through E-Commerce platform - Amazon
- To explore the forest and aquatic ecosystem such as lake, streams and waterfall
- To observe the different biotic and abiotic components found in these ecosystems

The students and faculty members left at 8 am and reached Netravali after 2 hours. The trip began with a visit to the Bee Keeping Site situated in a rubber plantation, where the students met Mr. Suprajit P. Raikar, the Proprietor of 'Raika Honey'. He interacted with the students and gave detailed information of the Beekeeping activity ranging from the process of harvesting to making different products and selling it on Amazon website. He also provided detailed understanding about honey bee colony, different species of honey bee, site requirement, bee farming equipment and steps to follow before starting honeybee farming project. He also answered various questions raised by the students. The contingent left for Budbude Lake at 11:00am.

At Budbude Lake, students observed the surroundings and aquatic flora and fauna and also enjoyed the natural fish pedicure. The next halt was at the beautiful temple site where students and faculty members had their lunch.

After lunch the group headed towards the Savri Waterfall and reached the main entrance of Netravali Wildlife Sanctuary at 2:10pm. The students and faculty had to walk through thick vegetation and descend steps to reach the waterfall. On reaching the waterfall students enjoyed with their friends for around one hour.

The faculty and students then returned to College and reached at round 7:00pm. After spending a full day in natural surroundings and experiencing the beauty of the environment, the students and staff members felt refreshed and rested. The major outcome of the field trip was that the students got exposure to Apiculture. They also got a chance to explore the deep vegetation and experience the various components of forest



Industry Interaction Programme

24th February 2020

The Post Graduate Department of Commerce organised an Industry Interaction Programme on 24th February, 2020 from 12:00 to 1:00 pm. The main objective of the session was to provide students a platform to interact with industry specialists and get practical managerial knowledge. Mr Raghuvir Singh, Ex-General Manager (Ship Repairs & General Engineering), Goa Shipyard Ltd. was the Resource Person for the same.



The Resource Person discussed the importance of managing factors of production. He said that managing various resources in an organization is the crucial job of a manager. He also focused on the need for having a cordial relationship with other departments in an organization, since they are interrelated and no single department can work

in isolation. He spoke on the practical aspects of the conversion of '4 Ps' of goods to the '7 Ps' used in case of services. He shed some light on the shift of market from being 'Product driven' to 'Consumer driven'. He also shared his experience in the Ship building industry. A total of 49 students attended the talk.

One Day National Seminar on “Human Development in India: Progress and Challenges”

24th February 2020

The Department of Economics and Banking organized a One-Day National Seminar on “Human Development in India: Progress and Challenges” on 24th February 2020, at the Ganesh Daivajna Auditorium. The keynote speaker and chief guest for the seminar was Prof. Vasant Bira Jugale, Former Dean and Head, Department of Economics at Shivaji University, Kolhapur. In his inaugural address, Prof. Vasant Jugale, traced the evolution of Development Economics and spoke about how the many factors affecting human well-being such as environment, health, education, sustainable development and freedom have become an integral part of the discourse in Development Economics.

Technical Session I was based on the theme ‘Health: A Crucial Pillar of Human Development’. Prof. Subodh Kandamuthan, the Director of the Centre for Health Care Management at the Administrative Staff College of India, Hyderabad, chaired the session and delivered the thematic address for this session in which he outlined various aspects of the health status in the country. This session was coordinated by Ms. Lizette D’Costa.



Technical Session II was titled ‘Education: The Driving Force to Progress’ and was chaired by Dr. Yasmeen Aowte, Vice-Principal, R.P. Gogte College of Arts, Science and Commerce, Ratnagiri. She delivered the thematic address for this session on education and how it has played a crucial role in building the human development of an economy. This session was coordinated by Ms. Stesa Pereira.

Technical Session III focused on the theme ‘Other Building Blocks of Human Development’ and was chaired by Dr. Sangeeta Shroff, Professor, Gokhale Institute of Politics and Economics, Pune who also delivered the thematic address for the third technical session. This session was coordinated by Mr. Shrikant Madar.

The valedictory function commenced with a welcome address by Principal Dr.Prita D. Mallya. Dr.Sarath Chandran presented a brief report on the deliberations of the seminar. The chief guest for the valedictory function was Mr. Arvind B. Khutkar, Additional Collector, Ponda, who stated that deliberations that take place at academic institutions should be used for public policy formulation and that his office was willing to extend cooperation and support for these activities in the future. The coordinator of the seminar, Dr. Lira M.Gama, proposed the vote of thanks.

Participation at One-Day State Level Workshop on ‘Collection Development of e-resources: New Technologies for Libraries’

25th February 2020

The Department of Library & Information Science of DCTs’ Dhempe College of Arts & Science, organized a One-Day State Level Workshop on ‘Collection Development of e-resources: New Technologies for Libraries’ for College Librarians and Assistant Librarians in Goa, on 25th February, 2020 in the College campus. The workshop was inaugurated by the Principal, Dr. Vrinda Borkar.

Technical sessions were conducted on topics such as Pearson: Discover the Wonderful Universe of Learning and MePro. MePro is a feedback-based English Learning improvement tool based on Global Scale of English (GSE). The objective of MePro is to ensure career development through excellent communication skills, and make students more employable and social. It is a personalized learning experience, set to one's own pace of learning.

A total of twenty five participants attended the Workshop.



Student & Faculty Visit Of Poona College of Arts, Science and Commerce, Pune

24th – 26th February 2020

Two faculty members and five students of the BBA Department of AKI's Poona College of Arts, Science & Commerce, Pune visited the BBA(Financial Services) Department of Shree Damodar College from 24th to 26th February, 2020. The exchange program was conducted under the active MoU between the two colleges.



On Day 1, the students and faculty members of Poona College visited the Centre for

Incubation and Business Acceleration (CIBA), Verna, Goa. They also attended the One-Day National Seminar on 'Human Development in India: Progress and Challenges' organized by the Department of Economics and Banking of Shree Damodar College. The exchange team provided very positive feedback about the seminar. The exchange team was then taken to Colva beach by the faculty members of BBA(FS) Department.

On Day 2, the students and faculty members of Poona College were engaged in sightseeing activity and visited several internationally renowned tourist destinations in North Goa.

On Day 3, Miss. Razia Ibrahimy, FYBBA student of Poona College performed a traditional dance from Afghanistan and added a touch of international culture to the exchange program. Mr. Aqueel Bajajwala, Asst. Prof. in Commerce, Poona College conducted a session on 'Ratio Analysis of a Company' for the students of BBA(Financial Services) Department of Shree Damodar College. Mrs. Deepika Kininge, Assistant Professor in Commerce, Poona College conducted a session on 'Recent Trends in Marketing of Financial Services' for the students of Shree Damodar College.

CA Anup Borkar conducted an hour long session where he provided an overview of the Union Budget of India. He compared Budget 2020-21 with the preceding financial budget and pointed out the major changes in the budget and also explained their implications for stakeholders. The session was very interactive and engaging.

The students and faculty members of Poona College also visited the Library of Shree Damodar College. The library staff conducted a brief session on the working and activities of the College Library. The team appreciated the physical infrastructure and e-resources of the library.



The faculty members and students of Poona College also had a discussion with the faculty members and students of BBA(FS) Department of Shree Damodar College.

They also experienced a stay at the residence of a BBA(FS) student, wherein they were exposed to the authentic Goan cuisine.

Faculty attended talk at DHE, Panajion "Education and Socio Economic Reforms of Goa/ The Testability of Holistic Science"

27th February 2020

The Directorate of Higher Education organized a Project Exhibition "KALPAK" and a talk on "**Education and Socio Economic Reforms of Goa/ The Testability of Holistic Science**" on 27th February, 2020 from 11:00am to 12:30pm at Adil Shah Palace, Old Secretariat, Panaji Goa. The Resource Person for the session was Dr. Debasis Patnaik, from BITS Pilani, Goa campus. Three teachers and ten students from the College attended the talk.

The session started with the introduction of the Resource Person by Assistant Director Dr. Shekhar Naik. Dr. Debasis Patnaik posed the question: Does Education precede Reforms or vice versa? He spoke on Education and its Pedagogy. He said Pedagogy should be in tune with citizens' interests and needs and that is how innovation, scientific progress and technological development become successful. Pedagogy should lead to vision, design and technological development.

He further discussed about socioeconomic factors, Roads, Water resources, agriculture, etc. in Goa. He spoke about the contribution of different sectors in Goa since the 1960s. Goa's overall growth rate is 6.9%. The different schemes started by Goa Govt. for the development of people and in the education sector such as Cyberage Scheme, Ladli Laxmi Yojana etc. were also highlighted.

Dr. Debasis Patnaik satisfactorily answered all the questions put forth by the audience.

Helios 2.0

27th & 28th February 2020

The Department of Physical Education & Sports of Shree Damodar College of Commerce & Economics organized its Inter-Collegiate Sports Event, Helios 2.0 on 27 and 28 February 2020.

The purpose behind organising Helios 2.0 was to promote physical activity among youngsters. The motto of Helios is "sports is for all - athletes and non-athletes".

Helios 2.0 comprised eight sports: Badminton, Strong man, Strong woman, Futsal, Blind Volleyball, Control Cricket, Tug of war and a Surprise Event

Helios 2.0 started with a formal Inaugural session. The Chief Guest for the Inaugural was Mr. Deepak Ashanagar International Handball Player and ex-student of the College. Principal Dr. Prita Mallya, Vice Principal Dr. Rodney D'Silva, College Director of Physical Education and Sports Mr. Ajinkya Kudtarkar Assistant Professor Ms. Marjina Shaikh and Sports Secretary Ms. Emilia Silveira were the dignitaries seated on the dais. The Chief Guest spoke about his journey in sports, Principal delivered the welcome address and the



College Director of Physical Education and Sports gave an overview of Helios. Assistant Professor Ms. Marjina Shaikh proposed the Vote of thanks.

04 colleges from different parts of Goa participated in the tournament.

All teams played the Tournament with true sportsmanship spirit, and it was a close battle between two teams for the Championship. Government College, Quepem finally emerged victorious and Chowgules had to settle for the Runner up position.

The tournament came to an end with a formal Prize distribution ceremony where the winners and Runner up were awarded with Prizes. The Chief Guest, Mr. Suyash Prabhudessai – Ranji trophy player and ex-student of the College - expressed his views on the events. The vote of thanks was proposed by Sports Secretary Ms. Emilia Silveira.

Scholarship Distribution

29th February 2020



The BBA(Financial Services) Department organized a function on 29th February, 2020, at which Blue Cross Labs Pvt. Ltd. distributed scholarships to 6 students under its CSR initiative.

The company is one of the leading research-based pharmaceutical companies in India with over three decades of experience in providing healthcare products to people across the globe with the aim of improving human life.

The function started at around 4.00 p.m. The compere for the function, Ms. Sriti Naik Borkar of FY BBA(FS) introduced the company and its various CSR initiatives. The CSR consultant of Blue Cross Lab. Pvt. Ltd. Ms. Ajanta Burman was present for the function. She highlighted the purpose of the scholarship and assured that the company will always provide financial assistance to needy students in future as well.

Three students each of FYBBA(FS) and SYBBA(FS) were given scholarships of Rs. 15000/- each. The CSR Consultant of Blue Cross, Ms. Ajanta Burman, handed over the scholarship certificates to the students.

| No | Name of the Student | Class |
|----|----------------------------|-----------|
| 01 | Ms. SimranMehman | FYBBA(FS) |
| 02 | Ms. TanaiyaRaikar | FYBBA(FS) |
| 03 | Ms. Gulshan K. Shaikh | FYBBA(FS) |
| 04 | Ms. Siddhi NirajWalavalkar | SYBBA(FS) |
| 05 | Ms. Sneha Prasad | SYBBA(FS) |

06

Mr. AshwinPalyekar

SYBBA(FS)

Student Participation at Colossus 9.0 – a State Level IT Fest

28th -29th February 2020

The Department of Computer Applications, Don Bosco College Panaji organized Colossus 9.0 – a State Level IT Fest on 28th - 29th February 2020. The event had 18 sub-events like Codathon, IT Quiz, Web Dev, Sell Your Idea, PC Building, Meme, Photography, etc.

Team “Spectra” of Damodar College consisting of Shaunak Bale, Bhogesh Molagavalli, Rohan Patil, Siddhant Kholkar, Disha Shet Dessai, Joel Soares, Jaynold Baretto, Shane Cardozo, Dazly Gonsalves & Tushar Karishetty participated in almost all the 18 sub events and won 4 First Places & 2 Second Places.

The Team secured the following prizes:

IT Quiz - 1st Place (Shaunak & Dazly)

PC Building – 1st Place (Tushar Karishetty)

Photography – 1st Place (Shane Cardozo)

Blind Typing – 1st Place (Rohan Patil & Disha Shet Dessai)

Sell Your Idea - 2nd Place (Siddhant Kholkar)

Ice Breaker – 2nd Place Team Spectra



Dear Readers,

As always, at Shree Damodar College, the emphasis is on the holistic development of students and bridging the Industry-Academia gap.

We are delighted to present the reports of activities in this edition of the E-Newsletter.

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