

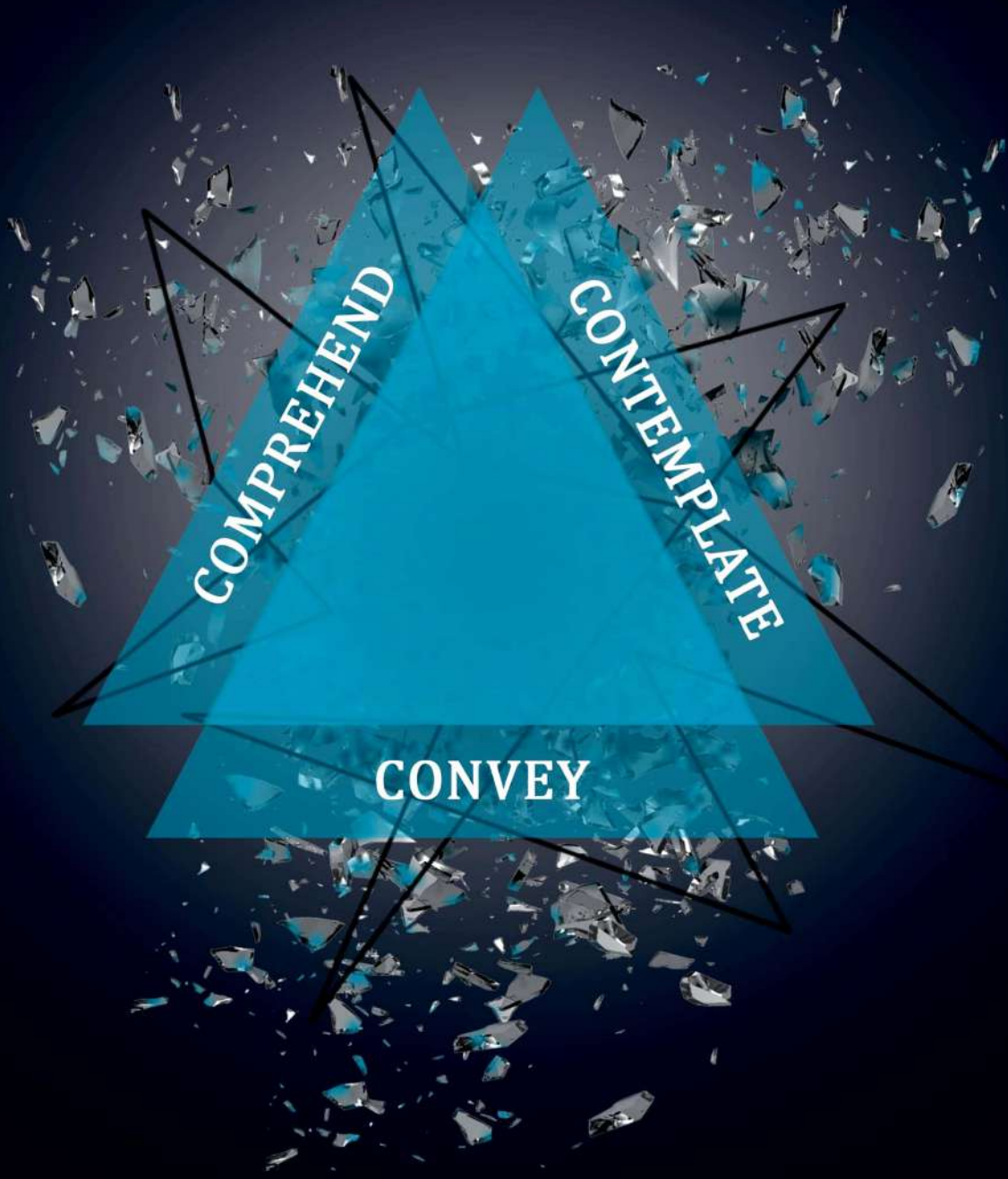


BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES AND COMMERCE
SAINIKPURI, SECUNDERABAD-500094

AUTONOMOUS COLLEGE-AFFILIATED TO OSMANIA UNIVERSITY
ACCREDITED WITH 'A' GRADE BY NAAC

V-ECHO

EDITION 0.8



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ALUMNI'S NOTE

My Guide in putting passion to action

-a word to my juniors

If you want to be successful, know what you are doing. Love what you are doing and believe in what you are doing.

-----Will Rogers

It is very beautiful when you can pursue your career and follow your passion at the same time but having a passion to make the same thing as your career seems possible to only few and I take pride to be one amongst those few. As long as you've got passion, faith and are willing to work hard, you can do anything and achieve everything that you desire. "Opportunities don't happen, you create them" and when they happen by chance, the wise ones make them as their path to success.

My motto in life is to work until you no longer have to introduce yourself and Bhavan's was a platform to put my zeal into action. I started off my steps in college as an enthusiast with loads of hope and heaps of willingness to be a part of every event that happened and contributed towards the success of it. VOICE-The commerce club has given me a platform to showcase my traits as a team player, a leader, an organiser and make my mark amongst the crowd. It helped to transform myself into an initiating leader and not a mere authoritator. My experience as a student head has given me an opportunity to learn from my mistakes and set examples to the rest. It drove me towards a path where my responsibility has become my passion and my passion has put my thoughts into actions. Throughout this journey, I had one constant thought in my mind and that was "you have brains in your head, feet in your shoes and you can steer yourself to any direction you choose".

It's not all about how much of efforts you make to choose your right direction but your efforts to make your direction right. It is important to collaborate with people you can learn from and my experiences with VOICE made it possible.

Today, after my masters from one among the top universities, I have made up to be a project controller with Deloitte Consulting, being the first candidate to be placed in the entire university and also being the only one chosen for this profile portraying my abilities that were takeaways from my college and my guides. Today, I can proudly say that my passion is my career. The only piece of advice to all my stepping future managers is, if the plan doesn't work out; change the plan but never the goal. Passion is the difference between having a job and having a career. Life isn't only about exploring yourself but take a step in creating yourself. Ambition is the first step and action is the second. So, set ambitions, pave ways and get to action.

Wising all of you good luck to reach the epitome of making your name into a brand.

Your Loving senior
Swetha Chavali

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100 YEARS OF OSMANIA UNIVERSITY



Osmania University(OU) is one of the oldest and prominent educational institutions in the country. The University has been consistent in maintaining the quality of education delivered to students, with due focus on providing them ample exposure through different co-curricular activities, various national and international seminars & conferences.

The 100 years journey of OU has been progressive and eventful. The University has ensured steady growth over the years by enhancing the quality of education, inauguration of new colleges and maintaining international linkages with other acclaimed Universities.

17 YEARS OF V.O.I.C.E.

It was 17 years ago that the faculty of commerce department of Bhavans Vivekananda College conceived a master dream of providing an upright platform to the students that aimed at not only giving wings to their knowledge and skill, but also in constantly pushing the boundaries for them to soar even further. The main motto was to voice their ideas and skills into an effective channel of student development program. Hence, VOICE - The Commerce Club was established in 2002-03 by the commerce department of Bhavans Vivekananda College. The work done by the club speaks for it being regarded as more of a student organisation rather than a club. In the course of 17 Years, the structure of the organisation has only become more sophisticated and student-friendly. All the events organised by V.O.I.C.E aim to provide opportunity, acknowledgment and knowledge enhancement to the students. They blend a perfect mixture of creativity and knowledge, and a student exposing himself to such an environment, certainly gains wisdom and experience. We take pride in looking back at our journey through all these years, but we certainly aim to let our work speak for the future.



The background of the entire page is a complex, low-poly geometric pattern in various shades of blue, ranging from light cyan at the top to dark navy at the bottom. The shapes are irregular polygons that create a faceted, crystalline appearance.

V-Echo

Volume 0.8

V-Echo

Vivekananda Organisation of Intellectual and Challenging Entrepreneurs (V.O.I.C.E) is the commerce club of Bhavan's Vivekananda College established in the year 2001-02. It is a team enhancing overall development of the students. Many events relating to commerce are conducted to inculcate the knowledge of the current affairs and market conditions. The club actively conducts many competitions relating to commerce and current affairs.

VOICE Newsletter is the semi-annual magazine published by VOICE the commerce club. The Newsletter aims to impart knowledge on the current affairs relating to commerce and business aspects on a global conundrum.

The club released the first edition of the Newsletter in 2014 and takes pride in launching its 8th edition V-ECHO 0.8.

Today, India is one of the world's leading nations in terms of trade, defence, politics etc. However, it still doesn't fall under the category of 'developed' nations. Hence, the theme of this year's edition revolves around the reasons behind the "developing" tag.

HOW MEDIA TELECASTS THE CHANNEL OF INDIA'S DEVELOPMENT



Beloved Bharat Ratna A.P.J. Abdul Kalam once said “It is very important for the media to be a partner in national missions. They should highlight the positive aspects and provide solutions to difficult aspects through nationwide consultations.”

The holy trinity behind a nation’s development is radically considered to be its politics, the technology it beholds and the ‘media’ tor of truth itself, that is, the mass media.

History claims that one of the most powerful weapons a nation subliminally possesses is its media. It is considered as the ultimate tool in sketching the opinions of the nation’s masses, the governance of the nation and designing the layout of its development. As an advance guard for social, economic and political development, the media plays the role of a frontline catalyst in carrying out a specific mission in the development of the nation.

However, when it comes to India, the nation which is considered to be still in its developing phase for decades now, is influenced by a number of factors for its present state, media being one of the major setbacks.

On a deeper level, it can be zeroed down to two major reasons, the considerable lack of freedom of press and the dictatorship of media monopolies. Two contrasting yet major reasons for how much a nation's media influences its development. Starting with the core primary reason, the media freedom in a country. Press freedom of a nation coherently resonates the freedom of its individuals. 'Free' and 'independent' should be the ultimate license words of media for projecting truth. It serves an essential player in preaching and emphasizing on the democratic concepts and in the empirical measurement of it. The concept of press freedom serves as a powerful vision, deliberately designed and infused within the ideas of democracy to fight divisive and destructive attitudes. In India, the media is governed by corrupt politics. The political aspect of the country influences and suppresses the freedom of press in the country. The ultimate consequence of this would be the truth being pushed under the rug of corruption, leading to the cerebral palsy phase of the country's development. Like a dangerous drug, it slowly kills the complete vision of development and here we are today, stuck in the endless sands of time of “developing” rather than being developed.

Coming to the secondary core reason behind the whole act of not reaching to the development chapter in our country's book, for it being the dictatorship of biased media. This questions the professionalism and reliability of press in a country. With the power of media extending to a scale of influencing the governance of a country, it has emerged to be the most dangerous entity of a country. The primary motto of an unbiased media should be the reflection of truth, and with many media houses of the country being owned by several corrupt politicians and unethical business corporates, truth is constantly being distorted and influenced, leading to several conspiracies behind the occurrence of national events. This kind of sensationalism and propaganda serves as the speed breakers in the country's development.

Lastly, we can only conclude such a topic on a note of hope. A hope for transparency, uncompromised on the lines of development, which can only be guarded by the gatekeeper of the nation whose role cannot be replaced, the MEDIA.



Foreign trade, a development drive

Foreign trade is a very important part of any developed or developing nation and the developing nations deal with many more hurdles when compared to the developed.

Foreign trade is an inclusion of exports and import policy of a country.

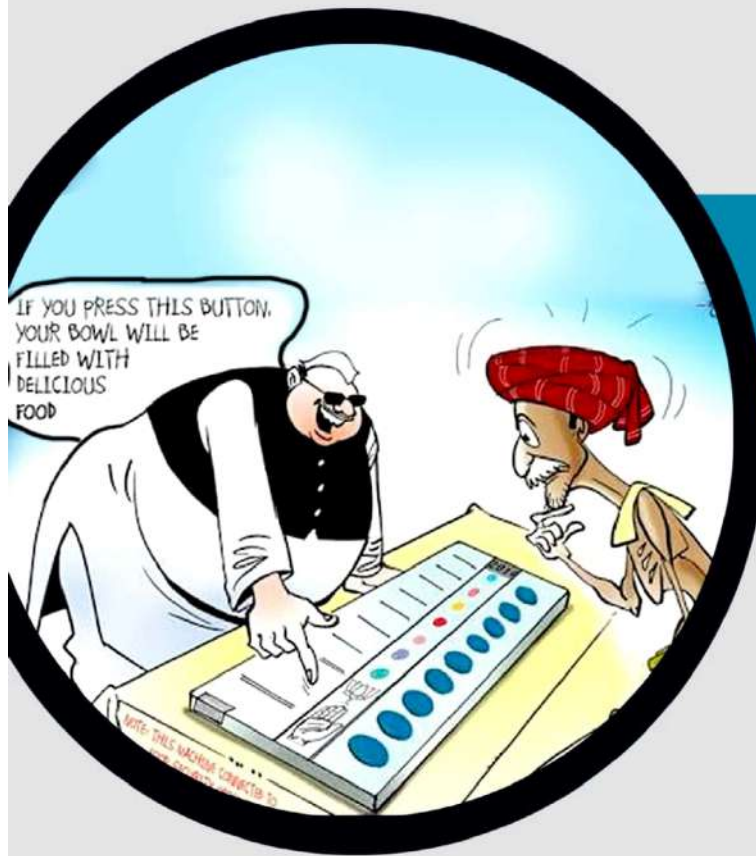
Post-liberalization, India included itself in many international unions such as BRICS, SAARC, etc. since they were very effective in building a good foreign policy. As it is always said, “A coin is only valuable if it has two different sides.” So, the defective side always provides a chance of improvement. Similarly, there were some flaws in Indian trade policy and was also dominated by other developing countries of the world. But as the time passed, our country became an experienced player in the game and started dominating few nations in trade policy. But, since there were more of imports and less of exports in the country, it led to devaluation of our currency. Thus, in order to combat this problem, the government came up with several schemes such as ‘Target plus scheme’ wherein exporters who have achieved the quantum growth in exports were entitled to duty-free credit. Also to encourage the exports from the rural areas, ‘Make in India’ concept was introduced and the cost of exporting was reduced and cost of importing was increased.

Steady developments have been seen in the foreign trade policy, it is expected that our country will hold 5% of share in world trade when its exports grow to 26.5% annually.

In 1991, India adopted the LPG (Liberalisation, Privatisation and Globalisation) policy, which led to a dynamic form of international economic integration. On 25 June 2002, India and the European Union entered into a bilateral cooperation agreement in the field of science and technology.

On 1st July 2015, Prime Minister Narendra Modi launched the Digital India campaign to ensure that government services are made available to citizens electronically through upgraded online infrastructure and by making the country digitally empowered in the field of technology.

Also, the Digital India initiative has led people to experiment with the latest digital technologies such as Bitcoins (cryptocurrency).



HAVE I MADE THE RIGHT CHOICE?

When the British left India in 1947, it was the dawn of a new era for the country. The Constitution of India, which was implemented on 26th January, 1950, declared India as a sovereign, socialist, secular and democratic republic, assuring its citizens of justice, equality, and liberty and endeavoured to promote fraternity among them.

Democracy took a giant step forward with the first general election held in 1951-52 over a four-month period. These elections were the biggest experiment in democracy anywhere in the world. Pandit Jawaharlal Nehru was the first Prime Minister to be elected democratically in India. India had around 173 million voters, out of an overall population of about 360 million.

While some believed that this was the best way to select leaders to run the country, some thought that in a diversified, caste-ridden and backward society like ours, democratic elections wouldn't survive for long. Unfortunately, it would be difficult to disagree with either of the thoughts.

The Indian National Congress had been the most dominant party for almost 2 decades which however disintegrated later and thereby gave rise to the popularity of coalition governments and the Bharatiya Janata Party. The elections are held by the Election Commission and all individuals who have attained the age of 18 years can vote for their choice of representative candidates.

In the beginning stage (1951 – 1957), the Commission used the Ballot system of voting where citizens dropped printed ballot papers in the ballot box of their chosen candidate. From 1962, it adopted the marking system where the voter had to put a mark near the chosen candidate on a common ballot paper. Then came the Electronic Voting Machines, which were extensively used throughout the country wherein all that the citizens had to do was press the blue button against their choice.

However, having an electoral system and periodical elections will not suffice. The efficiency of our democracy majorly depends on the way the elections are held, the performance of the elected leaders, etc. Despite having gained our independence 60 years ago, our country is still not deprived of poverty, illiteracy, unemployment and other such social and economic backwardness.

A number of reforms have been implemented to bring about changes in the electoral system but none of them have been of great significance. It may not be practically possible to establish a flawless system but it is definitely possible that the citizens know who and what is best to run the country on their behalf. It is high time our country stood true to what democracy actually means – of the people, by the people and for the people, only then can we term ourselves as a truly developed country.

A Blight on our Cultures



The Cultural Aspect

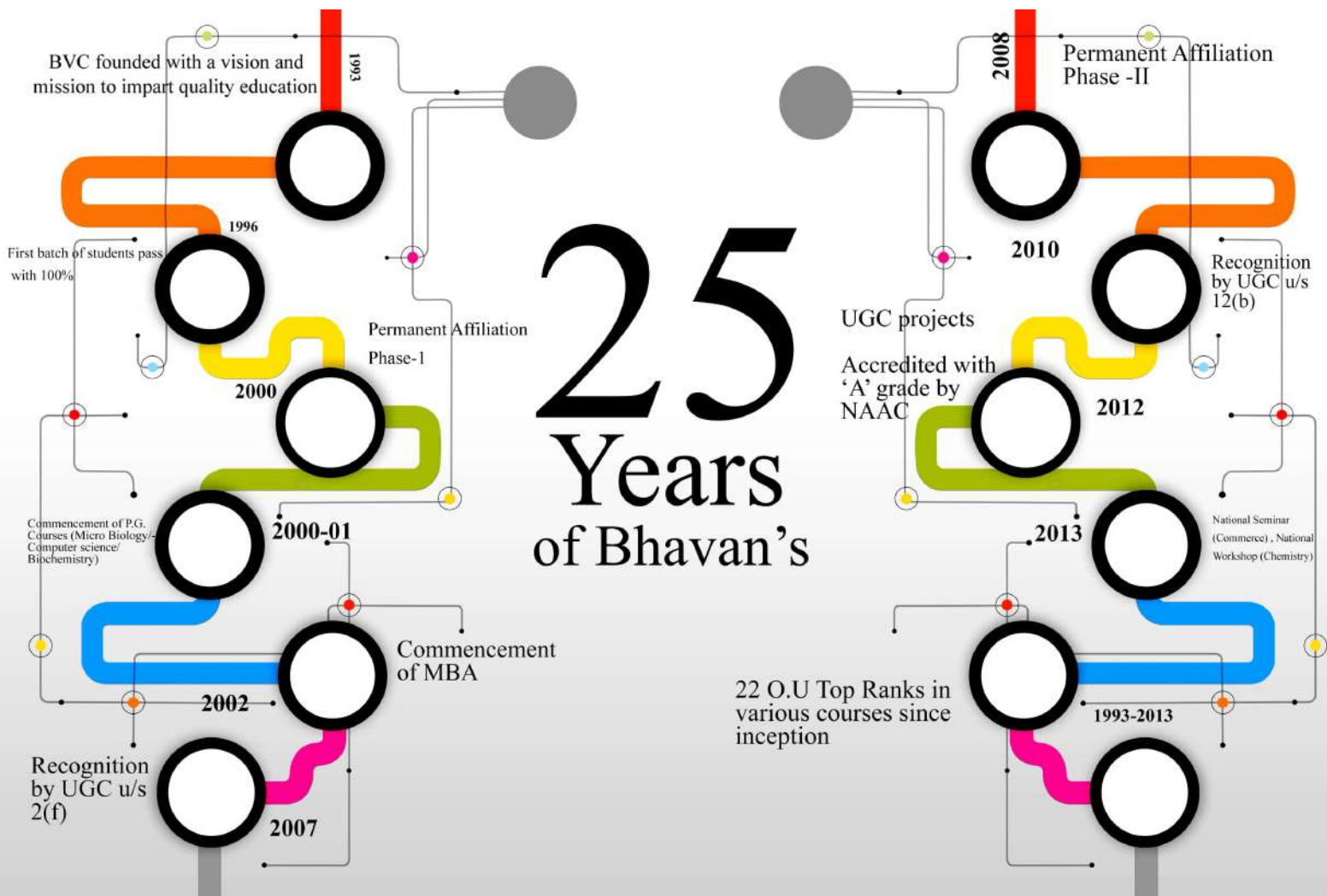
A culture is supposed to facilitate the smooth functioning of a society and it is intended to be modified according to the changing situations and times. But many cultures within our country are backward and outdated, which makes it extremely difficult for them to adapt to transforming India and further make our development stagnant. Swatch Bharat, Beti Bachao, Beti Padhao and many other initiatives set up by the government are hugely dependent on the general public support and no matter how many more of such initiatives we begin, without the totality of support from the

the entire population we cannot achieve developed India. There are many questions that arise regarding such initiatives; How far are these initiatives planned for the long-term implementation? How sufficiently backed-up are these initiatives with funds and monitoring bodies? Are these initiatives actually bringing about change they were intended to? And many more.

India's development is significantly impacted by communal differences. Backward & orthodox beliefs, patriarchy etc. are the cultural barriers to our development. Even though a lot of people are changing their perspective and lifestyle to adapt to the requirements of our development, still we notice that the larger chunk of the population is stuck with deep rooted and baseless traditions and perspectives toward their lives and work. There are people who deny the right to education to girls reasoning it with the fact that they started menstruating, there are people who consider the work of cleaners as downtrodden and dirty, there are people who refuse to build washrooms in their homes because they consider it impure and insulting to the idols of gods inside their homes, there are people who are ready to kill people over conflicting opinions and many other practices and perspectives that cannot exist anywhere close to the idea of developed India.

India has a population of 1.3 billion, we can easily be a superpower, given, every citizen in our country assumes responsibility for its cleanliness; public property and infrastructure. We need to ensure that our population is converted into a resource rather than a curse. If we manage to achieve real unity in our diversity, nothing can stop us from bridging the gap to become a developed country.

25 Years of Bhavan's



Highlights of Budget 2018



New India Budget: Farmer Friendly, Common Man Friendly, Business Environment Friendly as well as Development Friendly.

The New India Budget will Live up to the Expectations of Every Indian Citizen: PM Modi

PM Narendra Modi highlighted the broad objectives of this year's budget. Underlining its spirit, he said that through this budget his government has put the focus not only on 'Ease of Doing Business' but also on 'Ease of Living'.

Read PM's Remarks on the New India Budget

***Ayushman Bharat* : World's Largest Health Insurance Scheme to be launched**

The initiative which will cover over 10 crore poor and vulnerable families (approximately 50 crore beneficiaries) providing coverage upto 5 lakh rupees per family per year, thus providing a robust health protection to the needy.

MSP of Crops Increased to one and half times of production cost

In line with the government's objective of doubling farmers' income, the Minimum Support Price (MSP) for all hitherto unannounced crops of Kharif was raised to at least one and half times of their production cost.

Five Pillars of the New India Budget

New India Budget for enhanced Ease of Living

From Improved healthcare to free electricity connections, the Modi government is ensuring ease of living for every Indian.

Farmer Friendly New India Budget

Several steps to support the farmers and enhance their income, including launching 'Operation Greens' to augment food processing to hiking institutional credit for agriculture to Rs. 11 lakh crore have been announced in the budget.

New India Budget for New Opportunities

MSME sector has received a huge boost in the budget, with the government reducing the tax rate for MSME to 25% while raising the allocation for Mudra Yojana to Rs 3 lakh crore.

Common Man Friendly New India Budget

THE SCIENCE OF INDIAN

DISCOVER THE SECRET TO A LUXURIOUS INDIAN SKIN.
CRAFTED AND CURATED IN USA.

MITCHELL™

SUNITHA RAMNATHKAR - Women Behind FEM

Success isn't easy. Especially for Sunitha Ramnathkar, who had an early marriage and bearing up with the responsibility of kids, and the family as a whole, success wasn't easy. This is a story about the courageous journey of a winner in the home becoming a winner in the women's cosmetic industry.

The growth of FemCare pharma from rags to riches is a tale of 25 years of hard work in building up a 100 crore rupee turnover company. Her immense passion for making a name for herself in the women's cosmetic industry was conceived with a simple question that she had asked herself- "Everything at home was looked after but I felt wasted... that despite the best education, I am not doing anything with myself."

She certainly was a woman with innovative ideas, and when it comes to the indigenous cosmetic industry, she was the first to have come up with the idea of a cream bleach that would protect the sensitive skin of women from several concoction burns.

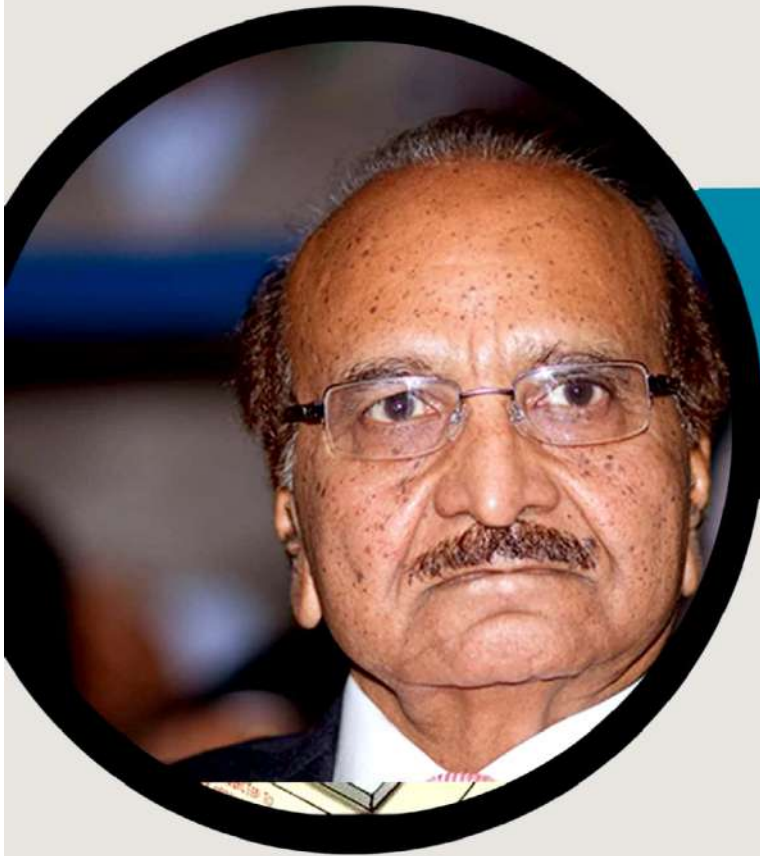
She began her journey by having her IITian sibling on board, where both of them would transform their kitchen into a cosmetic laboratory with constant experiments on creams until they created the best cream with the perfect formula.

When it comes to the promotional strategy, the marketing strategy of FemCare was simple yet elegant. They promoted the indigeneity of the product by associating it with a tag -Desi. Rather than going for television commercials, they put their money in effective demonstrations of the product which pooled in a lot of customers. The word of mouth marketing was indeed successful.

With the exponential increase in demand for the product, there were essential product development with the extension of their product lines and depth. The company's turnover in the first year was 1.1 lakhs, with the bleach priced at a meagre Rs. 19. In the second, it jumped to 11 lakhs. By 2001, Fem sales had crossed 25 crores. Eight years later the sales had quadrupled to over 100 crores.

However, with great popularity comes great offers, FemCare was made an offer by Dabur that they couldn't refuse and within no time, it was sold to Dabur.

Sunitha Ramnathkar currently works at the Mitchell group, which produces fairness products for African-Americans. She was a woman with extreme perseverance in any role she had adapted, the kind of person who seeks pleasure out of new beginnings and experiences, and the best way to describe her would be with a quote by Cheryl Strayed "Like all lives, mysterious and irrevocable and sacred. So very close, so very present, so very belonging to me. How wild it was to let it be."



KARSANBHAI PATEL

-Man Behind NIRMA

The 'Nirma' success story of how an Indian Entrepreneur took on the big MNCs and rewrote the rules of business :

It was in 1969 that Dr. Karsanbhai Patel started Nirma and went on to create a whole new segment in the Indian domestic detergent market.

During that time the domestic detergent market only had the premium segment and there were very few companies , mainly the MNCs, which were into this business.

Karsanbhai Patel used to make detergent powder in the backyard of his house in Ahmedabad and then carry out door to door selling of his hand made product.

He gave a money back guarantee with every pack that was sold. Karsanbhai Patel managed to offer his detergent powder for Rs. 3 per kg when the cheapest detergent at that time was Rs.13 per kg and so he was able to successfully target the middle and lower middle income segment.

Sabki Pasand Nirma!

Nirma became a huge success and all this was a result of Karsanbhai Patel's entrepreneurial skills.

The best case of – Give your consumer what he wants, when he wants, where he wants and at the price he wants, selling will be done quite automatically. This is the marketing 'mantra' of Nirma.

The company that was started in 1969 with just one man who used to deliver his product from one house to the other, today employs around 14 thousand people and has a turnover of more than \$ 500 million.

In 2004 Nirma's annual sales were as high as 800000 tonnes. According to Forbes in 2005 Karsanbhai Patel's net worth was \$640 million and it's going to touch the \$1000 million mark soon.

SUCCESS STORIES OF COMMERCE DEPARTMENT





ICTAFI

A Paradigm shift in Taxation, Accounting,
Finance, Insurance and Banking

The Department of Commerce, Bhavan's Vivekananda College of Science, Humanities and Commerce, Sainikpuri, Secunderabad has organized a two day International Conference on Paradigm Shift in Taxation, Accounting, Finance, Banking and Insurance (TAFI)" on 8th & 9th December 2017 to commemorate 25 years of founding of the College.

The Conference was held at Ashoka Hall, College of Defence Management, Sainikpuri, Secunderabad on 8th December, 2017 and MBA Seminar Hall, BVC, Sainikpuri, Secunderabad on 9th December, 2017.

A Total of 227 abstracts were received from various National and International delegates out of which 154 full papers have been acknowledge. A total of 104 papers were published in IOSR Journal of Business and Management which is index by google scholar and referred by UGC and 37 papers are published as conference proceedings with ISBN number.

The Conference provided a platform for interaction on issues relating to Taxation, Accounting, Finance, Banking and Insurance by eminent personalities, distinguished academicians, research scholars, industries stalwarts and professionals from various universities.

Themes: The papers presented at the conference were divided into 7 tracks.

Track I – Taxation, Track II – Banking, Track III – Insurance, Track IV – Banking & Others, Track V – Finance, Track VI – Accounting, Track VII – Best paper

The inauguration ceremony was an elaborate affair. The welcome address was given by Prof. Y. Ashok, Principal and Chairman for the International Conference.

The Head, Department of Commerce and Conference Convener Dr. K. Sreelatha Reddy gave an overview of the International conference.

Chief Guest for Inauguration was Mr. K.B. Vijay Srinivasan, General Manager, National Insurance Company Limited. Key Note Address was given by Prof. K. Eresi, Former Chairman & Dean, Department of Commerce, Bengaluru University

The International Conference was presided by Sri. I.Y.R. Krishna Rao, IAS (Retd), Chairman, BVB.

Inaugural was also graced by Air. Cmde (Retd) J.L.N. Sastry, VSM, Vice Chairman, BVB, Sainikpuri Kendra

Guests of Honour for Inauguration were Prof. H. Venkateshwarlu, Special Officer, O.U., Centenary Celebrations & Prof. S.V. Satyanarayana, Chairman, BOS, Dept. of Commerce.

TRACK CHAIRS ON 8TH DECEMBER	
TRACK I (12:00 pm - 1:45 pm)	TRACK II (12:00 - 1:45)
SESSION: TAXATION Venue : Vyas,CDM	SESSION: BANKING Venue Ashoka Hall,CDM
1. Prof.M. Usha,(Retd) Department of CommerceO.U	1. Prof. M. Sulochana(Retd),Former Dean, Head and Chairperson-BOS,Department of Commerce,O.U
2. C.A. Ganesh Balakrishnan - Partner,Deloitte Haskins&Sells	2. Dr. S.R. Subba Rao, Economist and Business Analyst
TRACK III (2:30 pm - 4:30 pm)	TRACK IV(2:30 pm - 4:30 pm)
SESSION: INSURANCE	SESSION: BANKING & OTHERS Venue Ashoka Hall,CDM
1. Prof. V.Usha Kiran, Department of Commerce, O.U	1. Dr.T. Krishna Kumar, Professor, Department of Commerce, O.U
2. Dr. Bhakti R.Pawar, Associate Professor,Department of Mangement,Kasturba Gandhi P.G.College for Women	2. Dr. S.R. Subba Rao, Economist and Business Analyst
TRACK CHAIRS ON 9TH DECEMBER	
TRACK V (10:00 am - 1:00 pm)MBA Seminar Hall,208,Bhavans 'College	TRACK VI (10:00 am - 1:00 pm)Committee Room No.108,Bhavans 'College
SESSION: FINANCE	SESSION: ACCOUNTING
1. Dr. Balwinder Singh, Associate Professor,Department of Commerce, Gurunanak Dev University,Amritsar.Punjab.	1. Prof. Malabika Deo,HOD, Dept.Of Commerce, School of Business Mangement, Pondicherry University,Pondicherry.
2. Dr.G. Naresh Reddy, Assistant Professor, Department of Commerce, O.U	2.CA. G.V.D.N. Sudhakar,Associate Director,Corporate Finance,Dr.Reddy Laboratories Pvt.Ltd. Hyderabad
TRACK (2:00 pm - 3:30 pm)	VALEDICTORY (4:00 pm)
SESSION: BEST PAPER	
1. Prof. K.Eresi, Bangalore University, Bengaluru.	

The seminar was a grand success with the team effort of the Management, Principal, Faculty, Supporting Staff and Student Volunteers.

Prerana 2017-18



Prerana is an annual intercollegiate fest which is conducted by the Department of Commerce, Osmania University for the Bcom first year honours students. Prerana was initiated in the year 2002 and consists of various competitions – both formal and informal, such as Data Analysis, Essay Writing, Business Quiz, Commerce Questa, Power Point Presentation, Ad Mania, Poster Presentation, Just a Minute and Talent Treasure, along with Academic Excellence.

This year the coordinators for Prerana were Mrs. K. Neelavathi, Mrs. Rachana Sharma and Mr. Md. Kaleemullah. The fest was held on 5th, 6th and 7th February 2018, and this year, we have won the overall championship for the 11th time in the past 15 years. Our students had participated in all the events and bagged many prizes. P. Harsha Vardhan Reddy of our college was the academic topper for 2017-18. The list of winners for Prerana 2017-18 are:

DATA ANALYSIS

POSITION	NAME OF THE STUDENT
1 ST PRIZE	K. VISHWESH
2 ND PRIZE	YASH GWALANI
3 RD PRIZE	TRISHALA
3 RD PRIZE	ALEKHYA

ESSAY WRITING

POSITION	NAME OF THE STUDENT
1 ST PRIZE	KAMESHWARI

POWERPOINT PRESENTATION

POSITION	NAME OF THE STUDENT
3 RD PRIZE	SIDDHARTH MUTALIK ROSHAN NELSON

COMMERCE WORD BUILD

POSITION	NAME OF THE STUDENT
1 ST PRIZE	SIDDHARTH MUTALIK SRINATH UPADRASTA VAISHALI
2 ND PRIZE	TRISHALA ALEKHYA T. PAVITRA

BUSINESS QUIZ

POSITON	NAME OF THE STUDENT
1 ST PRIZE	KRISHNA BHARATH SRINATH UPADRASTA ANKUSH SENGUPTA

POSTER PRESENTATION

POSITON	NAME OF THE STUDENT
2 ND PRIZE	RACHEL JACINTH VIJETHA MEDI

AD- MANIA

POSITON	NAME OF THE STUDENT
3 RD PRIZE	SHWETA BAJAJ RAHILLALANI

JAM

POSITION	NAME OF THE STUDENT
1 ST PRIZE	SIDDHARTH MUTALIK
2 ND PRIZE	K. VISHWESH

TALENT TREASURE**DANCE- CLASSICAL**

POSITION	NAME OF THE STUDENT
1 ST PRIZE	AASHRITHA

DANCE- NON CLASSICAL

POSITION	NAME OF THE STUDENT
1 ST PRIZE	ROSELIN

SINGING- CLASSICAL

POSITION	NAME OF THE STUDENT
2 ND PRIZE	RASHMI

SINGING- LIGHT MUSIC

POSITION	NAME OF THE STUDENT
3 RD POSITION	VIJETHA MEDI

INSTUMENTAL

POSITION	NAME OF THE STUDENT
1 ST PRIZE	BHARGAV

POETRY

POSITION	NAME OF THE STUDENT
3 RD PRIZE	ASHA DEEP



2017-18

Primicerius

The most prestigious fest of the year 'PRIMICERIUS' 2017-18 was held on 22nd and 23rd December, 2017. A total of 23 contingents from 13 colleges across the city participated in the fest. The events in the fest were broadly classified under 5 departments- Marketing, Finance, Human Resource, Business Quiz and Best Manager.

These departments covered a range of events like Bidding and Selling, Identify the Company, Elevator pitch, Collaborations, etc.

Mr. Deepesh Jobanpatra (Vice President ,Accenture), Mr. Mahesh Varuganti (Director, Solis Eye Care Hospital) ,Mr. T.R. Bharatan and Shiv Teja (Chartered Accountant) presided over the inaugural and closing ceremony. The sponsors for the fest were Solis Eye Care Hospital, Goel Brothers and Krishna Jewellers. The event ended on a high note with the students of St. Francis College taking the trophy home this year.

TEACHERS' ACHIEVEMENTS for the Academic Year 2017-18

S.NO	PAPER TITLE	AUTHOR
1.	Demonetization – Transformation To Digital India	Dr.K Sreelatha Reddy
2.	A Comprehensive Study On NPAs Of Scheduled Commercial Banks	Dr.K Sreelatha Reddy
3.	Energy Intensity In India And Its Impact On GDP	Dr. K Sreelatha Reddy Mrs. Jyothi Mehra
4.	1.Efficacy of CAG as a regular authority 2.GST- A catalyst for growth	Mrs. N Padmalatha
5.	Bitcoin – The Currency Of The Future	Mrs. Seema Ghosh
6.	Do Macroeconomics Variables Influence BSE 30 Stock Prices In India?	Mr. P R Venugopal
7.	Impact Of Demonetization On Financial Inclusion In India	Mrs. L V Kamala Devi
8.	Impact Of GST On Automobile Industry	Mrs. Rachana Sharma Mrs. K Neelavathi
9.	1. Impact Of Plastic Money On Banking Trends In India 2. A Study On Crowd Funding As A New Concept Of Raising Capital	Mrs. K Neelavathi
10.	Green Marketing In India – A brief Study On Herbal Products	Mrs. P V Ajitha Ms. Ankita Nagra
11.	Cyber Crime Technological Blight In Digital Banking In India	Mrs Vinaya Chaturvedi
12.	Impact Of Cloud Accounting : Accounting Professional's Perspective	Mr. M Thirimal Rao
13.	Impact Of FIIs On The Price Earnings Of Indian Stocks – A Study On Nifty Fifty	Dr. Uma Jayender
14.	Financial Inclusion : The Role Of RBI And Government	Dr. T Sudha Singh
15.	Financial Inclusion –A Study On Pradhan Mantra Jeevan Jyothi Bheema Yojana	Mrs. R Anuradha Mrs. K Swathi
16.	Health Insurance In India – An Overview	Mrs. R Anuradha Mrs. K Swathi
17.	IRDA And Ombudsman – A Study 2017	Mrs.Sreemathi Raghunandhan Mrs. Sreedevi Chunchu
18.	Corporate Financial Frauds – A Case Study On First Leasing Company Of India Ltd	Mrs Sreemathi Raghunandhan
19.	Entrepreneurship And Innovation – Startup India Standup India	Mrs. Sreedevi Chunchu

TEACHERS' ACHIEVEMENTS for the Academic Year 2017-18

20.	CSR As A Public Private Partnership Model	Mrs. Sreedevi Chunchu
21.	Driving Factors for Young Entrepreneurs	Mr. Md. Kaleemullah
22.	Women Entrepreneurs In India – Challenges And Opportunities	Ms. M. Vijayalakshmi
23.	Impact Of Internal Marketing On Human Resource Management	Mrs. P. Chandrika
24.	A Paradigm Shift In Marketing Influence Of Online Marketing On Psychological Factors Of Consumers And Its Effect On Retail Smart Phone Outlets In India	Mrs. Nidhisree Devarakonda

Awarded Ph.D. for the academic year 2017-18

1. Dr. Seema Ghosh - Women Empowerment and Entrepreneurship: The role of Self-Help Groups in Medak district of Andhra Pradesh
2. Dr. D. Sanjeeva Rao - A Performance of Select Credit Rating Agencies in India.
3. Dr. J.V.R. Geethanjali - Total Quality Management in Higher Education: A Comparative Study of Accredited and non-Accredited Colleges
4. Dr. Uma Jayender - An Appraisal on the Role of Foreign Institutional Investors in the Indian Stock Market : A Study on National Stock Exchange.
5. Dr.T. Sudha Singh - Financial Inclusion: A Study of Select Banks.

Textbooks published for the academic year 2017-18

1. A Text Book on Entrepreneurial Development and Business Ethics - B.Com(2nd Year) (Co Authored) - Mrs. N. Padmalatha.
2. A Text Book on Auditing - B.Com(2nd Year) (Co Authored) - Mrs. N. Padmalatha.
3. A Text Book on Entrepreneurship Training – B.Ed Course OU (3rd Year) - Dr. D. Sanjeeva Rao.
4. A Text Book on Income Tax -1 B.Com(2nd Year) (Co Authored)
Published By Telugu Academy -Dr. J.V.R. Geethanjali.
5. A Text Book on Foreign Trade- B.Com(1st year) - Mrs. Jyothi Mehra.

Cleared the STATE ELIGIBILITY TEST for the academic year 2017-18

1. Mrs. Vinaya Chaturvedhi
2. Mrs. G. Kalyani
3. Mrs. P. Chandrika
4. Mrs. Abhignya Banerjee

TEACHERS' ACHIEVEMENTS for the Academic Year 2017-18

Best Papers :

1. GST - A Turning point in fiscal federation in India - A way to transformation - Dr. K. Sreelatha Reddy
2. Implementation of GST in India - A Landmark Reform - Mrs. N. Padmalatha
3. A Study Of The Impacts Of Banking Sector Reforms In The United Kingdom Since The Liquidity Crunch Of 2007-08 – Mrs. Seema ghosh.
4. Impact Of Direct Taxes On GDP -Dr.J.V.R Geethanjali And Mr. P R Venugopal.
5. Do macroeconomic variables influence Bombay Stock Exchange (BSE30) stock prices in India? - Mr. P R Venugopal.
6. Peer To Peer lending a new Horizon inNBFCs -Mr.M Thirmal Rao and Mrs. Nidhisree (Awarded Best Paper at Icbms 3rd International Seminar Titled “Development In Capital Markets”).

Remarkable achievements :

1. Mrs. N. Padmalata- Senior Lecturer in department of commerce got shortlisted for Teacher Innovator 2016(MHRD Award) among 54 candidates across the country. The effort is to identify teaching innovations practiced in higher education institutions of the country.
2. Dr. J.V.R Geethanjali – Member , Editorial Board For IOSR Journal Of Business And Management.

STUDENTS' ACHIEVEMENTS

for the Academic Year 2017-18

S.No.	PAPER TITLE	AUTHOR
1	Impact of GST on Tourism and Hospitality Sector	Y. Manideep
		B.L.Praseeda
2	Impact of Plastic Money on Banking Trends in India	
		RamyaChavali
		Uttej Rao
3	Pioneer in Digital Currency-Bitcoin	B.V.S Sridhar
		J.Gopala Krishna
4	A Study on Impact of Digital Payments in India	G..Akshitha
		B.Rohini.
5	Bitcoin – The Currency of the Future?	Rajshri Suresh
		Rahul Batra
6	Banking & Big Data Analytics	PingaleMurali Manish
		SheetalKasale
		Anit Dani Simon
7	Digital Payments	Saurabh Verma
8	Digital Payments: Challenges and Solutions	Srihari Kulkarni
		Abdul Shahanaz Taj
9	Digital Banking – Evolution & Reliability	DhaneshBasavapuram
		Arushee Srivastava
10	An Outlook of Innovations in Banking Industry of India and Foreign Countries	Aradhana. R. Mudaliar
		KonijetiNikitha
11	Innovation in Banking Products and Services	SanchitSikka
		Upadrasta VenkataSrinath

STUDENTS' ACHIEVEMENTS for the Academic Year 2017-18

12	Colossal Problems of NPA	SagarJakity
		S.Vishaal
13	Buying Motives of Working Women in Twin Cities – Health Insurance	SumithaGiri
		T.DattuKumari
		P.Prashanthi
14	Impact of Priority Sector Lending on Indian Economy	T. Srikanth Reddy
15	Changing Scenario of Indian Insurance Sector	Aryan Singh
		NishaBhayal
16	Rural Insurance	Vinay Padamatinti.
		Esther .V
17	Growth of Insurance in Rural Areas	Akshay Deep Kalal
		Naveen GoudGajja
18	Overview of E-Banking Services of Private Banks in Secunderabad	Aparajitha.A
		N. Anuker Reddy
19	A study on Innovations in Banking Products and Services	S.Nikhil Kumar
		ChigullapallyAlekhya
20	A Study on Impact of Bad Loans on Performance of Banks	KarlapudiPreethi
21	Demonetization and its Positive and Negative Impacts on the Banking Sectors and Economy	Awantika
22	A paradigm shift in marketing Influence of online marketing on psychological factors of consumers and its effect on retail smartphone outlets in India	P. S. K. Kalyan

STUDENTS' ACHIEVEMENTS for the Academic Year 2017-18

23	Impact of Capital Structure on Profitability of Public and Private Sector Banks in India	
		DepallyPranay Kumar Goud
	Impact of FIIs on the Price-Earnings of Indian Stocks – A Study on Nifty Fifty	
24	Do macroeconomic variables influence Bombay Stock Exchange (BSE 30) stock prices in India?	K SudhaSahithi
25	Corporate Financial Frauds-A Case Study on First Leasing Company of India Ltd	Mr. Md.Sheikshahwali
26	Role of mutual funds Post Demonetization	K. GauriAlekhya
		Pooja Choudhary
27	Role of Foreign Direct Investment in Indian Higher Education Sector	T. Greeshma
		S. Ujwala
28	Impact of Cloud Accounting: Accounting Professional's Perspective	T.G.Jyotsna
		M.A. Shivani
29	International Financial Reporting Standards	S.Abhiram
		K.Susmitha Sharma
30	Block Chain Technology in Accounting and Audit	Sheetal kasale
		Anit Dani Simon
		PingaleMurali Manish
31	Mergers & Acquisitions, and SBI's Amalgamation	SowmyaRamanathan
		PrajaktaValiv
32	Green Accounting and its Role in Developing India	N Navya
		PVSN YaminiApoorva
33	Corporate Governance-The Indian Experience	E.V.S.V.Sarma
		Harshitaa Srivastav
34	Tax Reforms in India	E. Jwala Narasimha Swamy

STUDENTS' ACHIEVEMENTS for the Academic Year 2017-18

PERIYAR UNIVERSITY, SALEM

1	P.Karthik	ISBN	978-93-85518-04-1	December	
2	Purnachander Konderi	ISBN	978-93-85518-04-1	March	Environmental accounting and auditing
3	V.K.S.Amulya	ISBN	978-93-85518-04-1	March	Impact of climatic changes on agriculture and food security in India
4	Nagendra Goud	ISBN	978-93-85518-04-1	March	Impact of climatic changes on agriculture and food security in India
5	Abhiram & Sairam	ISSN	2320-3714	February	Banking and financial services in Indian economy
6	M.Sravani & Rama Veera Jacob	ISSN	2320-3714	February	Demonitization and cashless economy
7	P.Rajani Sharma & B.L.Praseeda	ISSN	2320-3714	February	Cashless economy- a new trend in the economy
8	G.Sowmya Reddy & Mamata Didel	ISSN	2320-3714	March	Role of technology in making India into digital
9	Ch Sai Tarun & K. Aditya	ISSN	2320-3714	March	Impact of demonitization on agricultural sector
10	A.Sachin Jain & Sagar.J	ISSN	2320-3714	March	Risk due to demonitization in banks and share
11	Pooja & Rahul Batra	ISSN	2320-3714	March	Opportunities and challenges of cashless
12	E.Jwala Narsimha Swamy & Hanish Kumar	ISSN	2320-3714	February	Emerging trades in banking and financial services
13	Ramya Chavali	ISSN	2320-3714	March	Convergence of IFRS in India

- Ramya Chavali – 2h2 – Deendayal Upadhyay Grameen Kaushalya Yojana – A Case Study on Rural Development (ISBN- 9789332704176)
- Radhe Shyam Mundada - Won the consolation prize worth Rs. 10,000 in a National Level Startup Business Competition held by Jansons School of Business, Coimbatore.

STUDENTS' ACHIEVEMENTS

for the Academic Year 2017-18

- Prajakta Valiv, Rahul Batra and Aliss Surani were one of the 6 teams who were offered mentorship by MakeIntern in IIM Kozikhode.
- E. Jwala Narasimha Swamy and R. Joshua won 1st prize in Startupedia (a business plan competition) organised by IPE.
- Radhe Shyam Mundada won 3rd prize in Startupedia (a business plan competition) organised by IPE .



BEST COMPLIMENTS FROM :



SPECIAL THANKS TO RADHE MUNDADA AND SHAIK ISMAIL