



DWARAKA DOSS
GOVERDHAN DOSS
VAISHNAV
COLLEGE

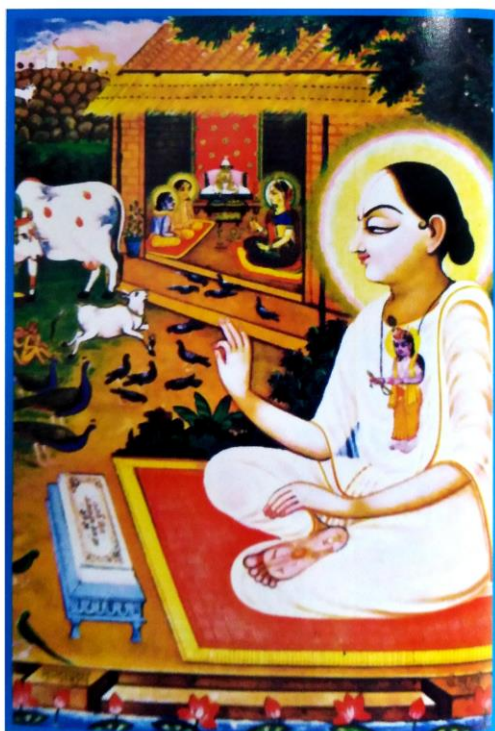


A NEWS LETTER OF P.G & RESEARCH DEPARTMENT OF COMMERCE

Volume - 1

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Issue - 2



*Jagad Guru
Shrimad Vallabhacharya*

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Dear Readers,
Jai Shri Krishna!

With the grace of Almighty, I am happy to present the second issue of 'COMTALK – A Quarterly Newsletter of Post graduate & Research department of Commerce'. In this issue, the 'News & Events' section highlights the academic as well as extra-curricular activities of the department like; webinars hosted, Ph.D. viva-voce conducted, Memorandum of Understanding entered into with Professional bodies. The invited article under the column 'Drona' has a write up on the details of certificate courses offered by 'Study Webs of Active Learning for Young Aspiring Minds (SWAYAM) & National Programme on Technology Enhanced Learning (NPTEL)'. There is a write up by our alumni highlighting the significance of Mutual Fund Investment under the column 'Alumni corner'. There is a brief article by our department faculty specifying the importance of skill acquisition over knowledge assimilation. From this issue onwards, a new column 'From the vaults' is added. The purpose of this column is to highlight the historical issues, events, institutions or people that played an important role in shaping the course of Business & Economy over the years.

I thank Shri Ashok Kumar Mundhraj (college Secretary) & our Principal Dr. S. Santhosh Baboo, as this journey would not have been continued without their constant motivation and support.

I thank Dr. J. Jayasankar (Head – Aided), and Prof. S. Seshadrinathan (Head – Evening), for their inputs and cooperation.

Finally, a message to the students' community.

न चौरहार्यं न च राजहार्यं न भ्रातृभाज्यं न च भारकारी ।
व्यये कृते वर्धते एव नतियं वदियाधनं सर्वधन प्रधानम् ॥

(The wealth that cannot be stolen, neither abducted by state, nor can be divided amongst brothers, neither it is burdensome to carry, the wealth that increases by giving, that wealth is education and is supreme of all possessions.)

Dr. Haridayal Sharma
Associate Editor, COMTALK,
Assistant Professor,
P.G. & Research Department of Commerce,
D. G. Vaishnav College.

NEWS & EVENTS

RELEASE OF THE DEPARTMENTAL NEWSLETTER

The release function of the News-letter of P.G. & Research Department of Commerce titled 'COMTALK' was held at the campus on Tuesday, 9th February 2021. The first copy was released by the principal of the college Dr. S. Santhosh Baboo and received by the head of the Department Dr. J. Jayasankar (Aided) & Editor-in-chief, Prof.S. Seshadrinathan (Head - Shift II) and Dr. Haridayal Sharma (Associate Editor).

The H.O.D highlighted the achievements of the commerce department. The Principal asked the faculty and students to keep themselves abreast with the latest development in the domain of commerce. The formal Vote of thanks was given by the Associate editor of the news letter. The programme got completed with the National Anthem.



Ph.D. VIVA-VOCE HELD DURING JANUARY TO MARCH 2021 IN THE COMMERCE DEPARTMENT

| Date | Candidate | Topic | Guide | Examiner |
|---------------------------------|--------------------|--|---------------------------|--|
| 7 th January, 2021 | Ms. Kavita Menon | Impact of Payment Systems on the Business Performance of Micro-Retailers in Chennai City | Dr. M.R. Vasudevan (Rtd.) | Dr. R. Savithri Associate Prof. & Head, Dept. of Commerce, S. D. N. B Vaishnav College, Chrompet, Chennai-44. |
| 10 th February, 2021 | Ms. D. Manimegalai | Impact of Consumer Based Brand Equity on Brand Preference & Purchase Intention: A study with Reference to Private Label Food Products in Chennai | Dr. B. Vijayakumar | Dr. R. Savithri Associate Prof. & Head, Dept. of Commerce, S. D. N. B Vaishnav College, Chrompet, Chennai-44. |
| 16 th February, 2021 | Ms. K. Monica | Role of Women in Family Purchase Decisions – A Study with Reference to durable products in Chennai city | Dr. B. Vijayakumar | Dr. R. Savithri Associate Prof. & Head, Dept. of Commerce, S. D. N. B Vaishnav College, Chrompet, Chennai-44. |
| 22 nd March, 2021 | Mrs. K. Jayashree | A relationship Between Brand Personality & Consumer Satisfaction – A Study with Reference to FMCGs in Chennai City | Dr. M.R. Vasudevan (Rtd.) | Dr. S. Pandiarajan Associate Professor, Dept. of Commerce, Presidency College, Ch.-5. |

INTRODUCTORY MEETING WITH THE NEWLY RECRUITED STAFF

The following faculty members joined the Commerce Department on Aided vacancy in the month of February 2021.

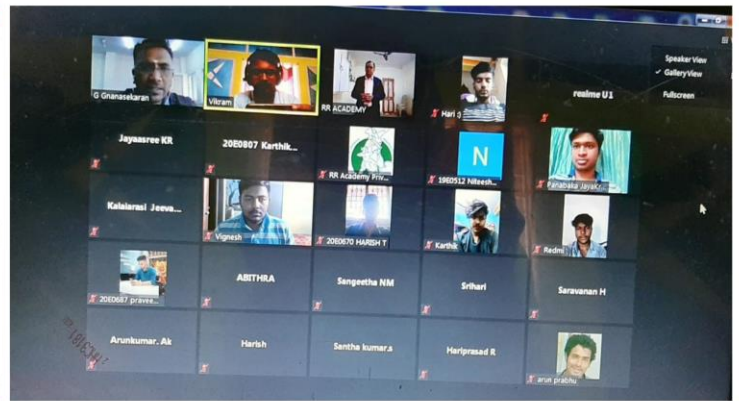
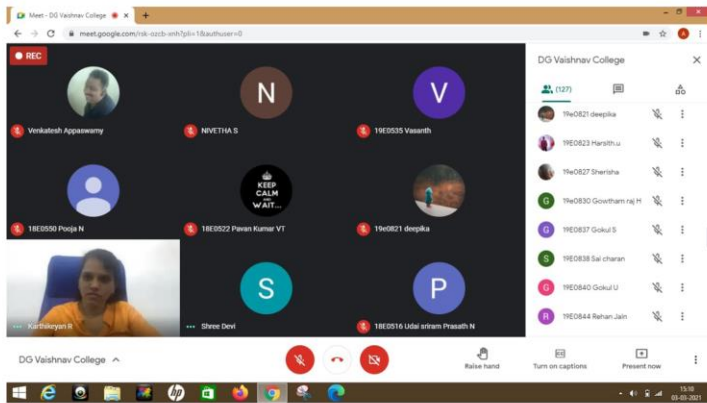
1. Dr. A . G. Vijaya Narayanan, 2. A. Jayaram, 3. Dr. M. Rajesh, 4. Dr. M. R. Hemamalini, 5. Dr. M. Akhila, 6. Dr. G. Yamuna, 7. Dr. K. Moneesh Kumar

An introductory meeting of the Aided staff was held on 3rd February 2021 to get oriented with the newly recruited staff. Staff members introduced themselves and deliberated on their areas of interest and specialisation. Accordingly, department committees were formed to take care of the curricular and extra-curricular activities.



Group Photo of the Faculties & Staff Members, P.G. & Research Department of Commerce (Aided)

WEBINARS ORGANISED BY DEPARTMENT OF COMMERCE SHIFT II



1. The Department of Commerce (Shift II) in association with Virtus Academy organized a work shop on “options and Opportunities in Commerce Career” on 03/03/2021. The object of the workshop was to highlight the various options and opportunities available in commerce career. The first session was presided over by the founder and CEO of Virtus Academy Ms CA Santhoshni M R. she emphasized the importance of professional courses like Chartered Accountancy and Company Secretaryship for the career growth for commerce students. The second session was conducted by Prof. Shashi Kiran.

2. A webinar was organized on 06-03-2021 in association with Tamilnadu Advanced Technical Training Institute, topic being “ENTREPRENEURSHIP - POST COVID ERA”. The speaker gave valuable input about entrepreneurship and enlightened our students which included know-hows on startups, expansion and marketing. The speaker mentioned specifically about employability skills i.e., preparation for government and corporate jobs, learning to sustain and succeed.

3. A webinar on “Financial Literacy and Freedom” was organized on 13/3/21. The object of the webinar was to impart Financial awareness in young minds. Mr. Sathanarayanan Yanmantram who is a Partner in Srikrishna Capital-Chennai was the resource person.

4. The Department of Commerce (Shift II) in association with IMARTICUS LEARNING organized a webinar on “PRE-PLACEMENT TALK ON HEDGE FUND ACCOUNTING” on 18-03-2021. The students were able to know about Hedge fund accounting and its importance. More insights were given on placement opportunities.

5. On 19/03/2021, The Department of Commerce (Shift II) in association with RR Academy organized a webinar on “Business Studies and Emerging Employment Opportunities in India”. The speaker gave valuable inputs about pursuing professional courses along with regular B.Com courses and how it adds value to their career.

6. The Department of Commerce (General) Shift II in association with T.I.M.E institute conducted the Webinar on “Tips and Tricks in Cracking Competitive Examinations” for the Students in Undergraduate and Postgraduate Studies on 20/03/2021. T.I.M.E – Triumphant Institute of Management Education. Mr. Arvind Mantri Kumar – Centre Director of the Institute, was the resource person. He projected the requirements in Learning and how to Crack the entrance examination by scoring high ranks in the entrance.

MOU SIGNED WITH TAMILNADU ADVANCED TECHNICAL TRAINING INSTITUTE

A Memorandum of Understanding was signed between TAMIL NADU ADVANCED TECHNICAL TRAINING INSTITUTE and DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE on the 18th of March 2021 at the Principal’s office., Mr. Joshua Gerard, Chief Operating Officer, TATTI and Capt. Dr.S. Santhosh Baboo, Principal, DG Vaishnav College were the signatories. This MOU outlined the initiative for mutual cooperation between the two parties in the areas of training the students for “Logistics and Shipping Management.” Among those present were, Mr. Joshua Gerard, COO, TATTI and Capt. Dr.S. Santhosh Baboo, Principal, DG Vaishnav College, Prof. Mr. S. Seshadrinathan, Advisor-Head, Department of Commerce (Shift II- Eve), Mr.R. Sundaresan, Director, TATTI and other faculty members were present.



SWAYAM-NPTEL ONLINE CERTIFICATION COURSES

University Grants Commission (UGC) conducted a three-day National Conference and Innovation on July 26-28, 2018 which was attended by more than 600 Vice Chancellors and Directors on Research and Innovation across the country. A major highlight of the conference was adoption of a resolution aimed at reaffirming the commitment for achieving the UGC Quality Mandate by Higher Education Institutions (HEIs) by the year 2022. In order to improve the employability of the graduates, apart from the subject related knowledge, the students are encouraged to acquire market related skills through digital learning platforms. Both teachers and learners are encouraged to use the digital learning resources like e-Shodh Sindhu, National Digital Library, Virtual Lab, Sakshat, IMPRINT, e-PG Pathshala, Shodh Gangotri, Global Initiative of Academic Network (GIAN), etc. The Ministry of Human Resource Development (MHRD), now Ministry of Education, Government of India, has initiated a number of schemes to promote digital learning in India.

**Dr.K.Karthikeyan**

Associate Professor of Commerce,
Dean and Controller of Examinations,
Vivekananda College,
Tiruvudakam West – 625 234

The Study Webs of Active-Learning for Young Aspiring Minds (SWAYAM) was designed to achieve the three cardinal principles of National Education Policy of the Government of India, namely, access, equity and quality in higher education. SWAYAM is an indigenous Massive Open Online Courses (MOOCs) platform, an initiative of Ministry of Education, Government of India and was launched on 9th July 2017. It was developed jointly by Ministry of Human Resource Development (MHRD) and All India Council of Technical Education (AICTE) with the help of Microsoft in 2016. The National Programme on Technology Enhanced Learning (NPTEL) is a joint initiative of 7 IITs, namely, Bombay, Delhi, Kanpur, Kharagpur, Madras, Guwahati, Roorkee and IISc., Bangalore. SWAYAM-NPTEL Portal is an interactive electronic platform which has the capacity to host more than 2000 online courses for students from Class 9 to Post Graduate level. Through SWAYAM-NPTEL Portal, professors and faculty members of Centrally Funded Institutes like IITs, IIMs, IISERS, Central Universities, etc. offer around 990 online Certification Courses in 23 Disciplines to students of both technical and general education. Students from remote and backward rural areas can access to online learning from the best institutes in India and thereby increase the overall standards of higher education.

The learning through SWAYAM-NPTEL Portal involves four components or quadrants, namely, video tutorials, e-content, discussion forums, assessment. To manage the course contents, nine national coordinators are appointed at the national level. The national coordinators are AICTE, NPTEL, UGC, Consortium for Educational Communication (CEC), NCERT, National Institute of Opening Schooling (NIOS), IGNOU, IIM Bangalore and National Institute of Technical Teachers Training and Research (NITTTR). The UGC and AICTE have announced a “Credit Framework for Online Learning Courses through SWAYAM” Regulations, 2016 on July 19, 2016 to allow credit transfer upto 20% on the basis of MOOCs on SWAYAM for a degree-level program. Under Career Advancement Scheme (CAS) of UGC, creation of MOOCs or undergoing training through MOOCs is also recognized as one of the eligibility criteria for promotion of faculty. (Note: Details of various courses offered are available at <https://swayam.gov.in/explorer>)

ALUMNI CORNER**LIVE RICH! RETIRE RICH!**

“All investments, including investment in mutual fund, equity, land, gold, apartment, education, etc. are subject to market risk. Past performance is no guarantee to future result. Please be an informed investor and read all offer documents before taking any investment decision. This article is only for information/education”

Every mother in the earth gives birth to a child for “Happiness”. Every mother/father thinks that her child should enjoy and achieve the best. Many parents sacrifice and compromise several things in their life to keep the child happy or the child to achieve.

Most of the times in middle income or lower middle income, many are struggling due to lack of money. I read an article 2 decades before and it was mentioned in the article that, “in future one may pay for good water and good air”. Those lines are very true today.

Live Rich! It doesn't mean that one should have more money to live rich. Money is also an important part in our life, but several other factors are very important to Live Rich, like, getting good association of people at school, college, colony, office, satsangh, etc. Growing rich means growing with good attitude, thinking, health, surrounded by good relations with positive energy and also with money. Money can't do any good if we do not have these qualities. Always

**Satya Yanmantram, CFP™**

Partner at Sri Krishna Capital
(Mutual Fund Distributor)
www.krishnamantra.com

I quote, "Discipline is Difficult". Doing exercise for 30 minutes every day from 6.00 am to 6.30am regularly is difficult. Eating food at regular time is difficult and so on. Once we started to practice some discipline for life, everyone can achieve their desired goal.

Sensex delivered around 15% CAGR for the last 4 decades, but to my knowledge only two segments have benefitted more because of their involvement and faith in investments. One is the Promoter and another is FII/FDIs. We the consumer, consume the goods and services, but we are not part of those companies or mutual funds, which delivered reasonable return. For example, if someone invested in 1995 for Rs.1,00,000/- in 10 different diversified equity mutual fund schemes (in UTI, Birla, Reliance (now Nippon), HDFC, SBI, Franklin, ICICI, etc.) @ Rs.10,000/- each, today it is worth more than Rs.40,00,000/-. Similarly, if someone saved Rs.2000 per month from 1995 to 2020 for 312(Rs.6.24 lakh) months in HDFC Flexicap Fund is now worth more than Rs.1.4 crores. These are not recommendation to invest, but only for education/information.

During our life time, especially from the age of 25 to 50, many are suffocated with EMIs for Scooter or Car or Flat or Jewellery or Travel or education expenses, but very disciplined to pay the "EMIs". Hence, some wealth is created in Flat, because it is held for more than 20 years. Faith for investment in Gold, Land, apartment is much higher than investing in mutual fund. Due to lack of faith in capital market, normal investors do not create the wealth. Many normal investors believe short term in capital market is easier than long term to create wealth.

Having clear goal, knowing the requirement and getting out of the comfort zone are the ways to LIVE RICH! RETIRE RICH! Many use money for saving but few use it for investments. Only investors Live Rich ! Retire Rich !

VIEWPOINT - FACULTY ARTICLE

SKILL ACQUISITION OVER KNOWLEDGE ASSIMILATION – THE NEED OF THE HOUR

Knowledge is undoubtedly an important word in anyone's life. It implies to assimilating or understanding a theoretical concept through numerous sources like books, magazines, newspapers or other mediums. Yet, in today's dynamic world, the advancement of science and technology has moved us from knowledge based system to skill based system. Skill is the buzz word which reverberates and is imperative to survive and surge in today's competitive world. Skill is more associated to practical and ability orientation. The applied form of knowledge may be defined as the skill.

The importance and need of the skill acquisition and development over knowledge will be the central theme of the discussion. The student community has understood the importance of knowledge but has mostly discounted the skill part. Skills are highly vital for the survival and to gain competitive advantage in the industry. The current corporate world is moving towards automation and mechanisation leading to less manual intervention. Therefore, it is essential to acquire skills which involves new technology, complex process and people management.

Gone are the days where students' employment and career were solely based on the academic marks and grades. The previous generations consisting of traditionalists, baby boomers, Generation X gave more importance to the ones who are academically strong. They must have all the information in fingertip and goes only with their accumulated knowledge. The recent generation consisting of Millennials and Centennials are differentially characterised from their previous generations in many considerations. The mediocre, if skilled in performing the activity or task, is more preferred than an erudite. The application is more predominant than mere theory. The corporate community gives utmost importance to skill over the knowledge which creates a vacuum or lacunae in the academic-corporate collaboration.

Keeping these things in mind, the New National Educational Policy, 2020 has laid more futuristic policy which will hone the skills and reduce the skill gap in the educational system. Weightage has been given to focus on idea, application, conceptual clarity and problem solving which would enable the students to acquire critical thinking skill, people management skill, soft skill, time management skill and domain related skills. As a blessing in disguise, the incident of pandemic, has given a chance to all the stakeholders of educational community to learn a new pedagogy in online to raise a bar ahead.

The fact that majority of the students at higher education is unemployable is not astonishing. Mere discourses for hours together and more page turners makes them only a book-worm. The ultimate aim of any educational institution is to make them to work and understand the concepts better. The insight a student draws from practice would be in his memory than a lesson taught in classroom. For example, the students of commerce learns many subjects like accounts, statistics, law, taxation, marketing and so on. Bloom's taxonomy too reassures the same. The highest level of learning should be done by applying, analysing, evaluating and creating rather than just remembering and understanding.

An accounts student can maintain the expenditure and incomes of his/her household, he can apply statistics by comparing once own marks in various semesters instead of using x and y as variables, computation of income tax for an assessee, can file a case in consumer court on behalf of an aggrieved uneducated consumer and can learn better marketing strategies from case studies. The real time case study about a peddler/hawker will throw more light on financial management.

As a student of commerce, the student must gain domain related skills like numeracy skill, communication skill, problem-solving skills, excellence in using excel, soft skills as our Unique Selling Proposition (USP), managerial skills and leadership skills. The students should also have hands-on experience and exposure on Data science - Considered to be the sexiest job of the century by Hal Varian, Chief Economist at Google, Digital Marketing – Deals with the topics of branding, marketing analytics and marketing research which makes them irreplaceable.

On this context, the role of Government as a policy maker and implementer plays crucial and challenging role. The mind set of all the participants needs to be changed to bring this radical change. The teaching community should be the pioneers of change and should not resist anymore. The premier institutes of higher education has already joined the mission by offering MOOC courses like SWAYAM which should be utilised effectively by the students and teachers. The change in the system like introduction of CBCS has effected but needs an improvement. The skill based electives and other extra-curricular activities like NCC, NSS, YRC, and Citizen Consumer Club should become mandatory and to be monitored consciously which creates an environment for better exposure and learning. To sum up, all the contributors (inclusive of students, parents, teachers, facilitators, corporate bodies and Government) have to perform their duty untiringly with perseverance to acquire the skills which would make our country an ideal nation through nation building. "Education is not the amount of information that is put into your brains and runs riot there, undigested, all your life. Education is the manifestation of perfection already in man". - Swami Vivekananda.

DR. A.G. VIJAYANARAYANAN

Assistant professor
Department of Commerce
D.G. Vaishnav College

FROM THE VAULTS

STELLER HISTORY OF PUNJAB NATIONAL BANK

Punjab National Bank is an Indian multinational banking and financial services company. It is a state-owned corporation based in New Delhi, India. Founded in 1894, the bank has over 6,300 branches and over 7,900 ATMs across 764 cities. It serves over 80 million customers. Punjab National Bank is one of the Big Four banks of India, along with State Bank of India, ICICI Bank and Bank of Baroda.

Like many from the post-Partition generation of the Indian subcontinent, the Punjab National Bank has been a survivor. Seventy years after independence, the bank is just about afloat, weighed down by its bad loans and buoyed by a string of bailouts.

Pre-Independence: Punjab National Bank was registered on 19 May 1894 under the Indian Companies Act, with its office in Anarkali Bazaar, Lahore. PNB's founders included several leaders of the Swadeshi movement such as Dyal Singh Majithia and Lala Harkishan Lal, Lala Lalchand, Shri Kali Prosanna Roy, Shri E.C. Jessawala, Shri Prabhu Dayal, Bakshi Jaishi Ram, and Lala Dholan Dass.

Lala Lajpat Rai, a stalwart of the Indian struggle for independence, played a key role in PNB'S birth. He was actively associated with the administration of the bank in the early years. He was the first to open an account with the PNB in its first office opposite Arya Samaj Mandir in Anarkali in Lahore. Lalaji's younger brother joined the bank as a manager. PNB has had the privilege of maintaining accounts of national leaders such as Mahatma Gandhi, Jawahar Lal Nehru, Lal Bahadur Shastri, Indira Gandhi as well as the account of the famous Jalianwala Bagh Committee. PNB opened its first branch on 12th April 1895 in Lahore, west Punjab. In the next five years, it expanded to Sindh and North-West Frontier Province. The next major event occurred in 1940 when PNB absorbed Bhagwan Dass Bank, which had its head office in Dehra Dun. At the Partition of India and the commencement of Pakistani independence, PNB lost its premises in Lahore, but continued to operate in Pakistan. Partition forced PNB to close 92 offices in West Pakistan, one-third of its total number of branches, and which held 40% of the total deposits. PNB still maintained a few caretaker branches. Months before Partition, PNB's registered office was shifted from Lahore to New Delhi. Had Lala Yodh Raj had not shifted the head office and its funds to India, Punjab National Bank could well have been Pakistan's biggest bank.

Resurgence in Post-Independence: Post-independence, a new style of functioning took over. In 1951, PNB acquired the 39 branches of Bharat Bank (est. 1942). In 1978, PNB opened a branch in London. In 1986, The Reserve Bank of India required PNB to transfer its London branch to State Bank of India. In 2003, PNB took over Nedungadi Bank (established the bank in 1899), the oldest private sector bank in Kerala. It was incorporated in 1913 and in 1965 had acquired selected assets and deposits of the Coimbatore National Bank. On 30 August 2019, Finance Minister Nirmala Sitharaman announced that the Oriental Bank of Commerce and United Bank of India would be merged with Punjab National Bank. On 1 April 2020, the merger came into effect. Today, PNB has nearly 7,000 branches in India alone, and is among Forbes's list of world's biggest public companies.

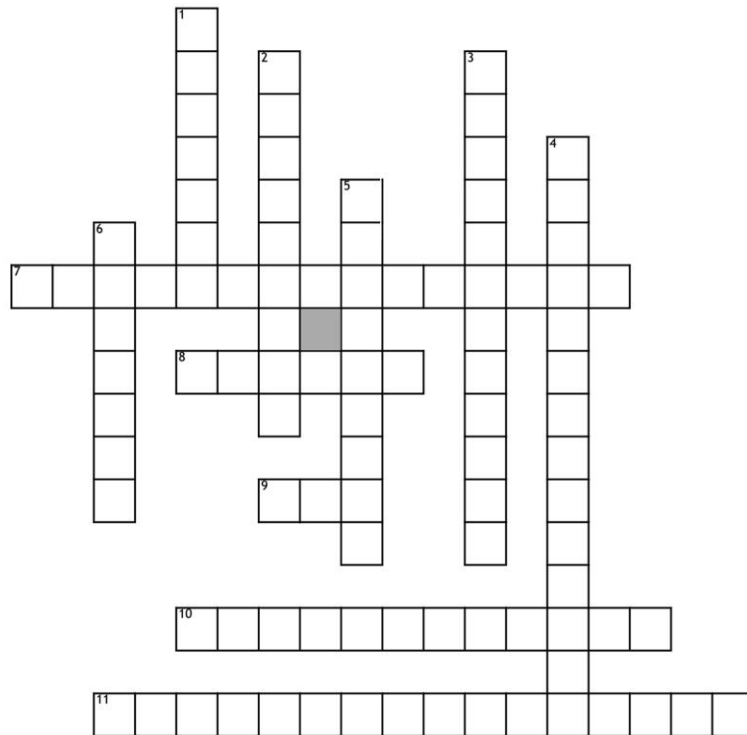


Faculty Achievements

| <i>Name</i> | <i>Activity</i> | <i>Duration</i> |
|----------------------|--|-----------------|
| Dr. Haridayal Sharma | Attended Faculty Development Programme | Two Weeks |
| Dr. K. B. Manikandan | Attended Orientation Programme | One Month |
| Dr. Veeraraghavan | Attended Orientation Programme | One Month |

CROSS WORD

Marketing Basics



Across

- 7. the process of developing, promoting, and distributing products, or goods and services, to satisfy customers' needs and wants
- 8. the potential customers with shared needs who have the desire and ability to buy a product
- 9. An ardent devotee; an enthusiast
- 10. statistics that describe population in terms of personal characteristics
- 11. the idea that organizations need to satisfy their customers while also trying to reach their organizations' goals

Down

- 1. Goods and Services
- 2. One that buys goods or services
- 3. a combination of four basic strategies known as the 4 P's – product, price, place, and promotion
- 4. when an individual reacts to events that occur to the team or player as if the events happened to him or her.
- 5. the process of developing, promoting, and distributing products, or goods and services, to satisfy customers' needs and wants
- 6. the repeat purchasing of a good or service by a consumer

- G. ANITHA, I- M.Com, DGVC



Presiding Deity

Student Volunteers

RAVEENA

Ph.D. Scholar

M. SRI RAM KAILASH

II M. Com (Day)

SALONI DAS

I M. Com (Day)

NOTE : The College or the Editorial team is not responsible for the views expressed / information provided by the respective contributors in the Newsletter.

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