

2022 - 2023 —

THE BOTTOM LINE



DISCOVER - EXPLORE - EXHILARATE



THE DEPARTMENT OF ACCOUNTING AND FINANCE



THE BOTTOM LINE

ISSUE OF CONTENTS

I. ABOUT THE COLLEGE	2
II. ADMINISTRATORS	3
III. ABOUT THE DEPARTMENT	4
IV. VISION OF THE DEPARTMENT	5
V. MISSION OF THE DEPARTMENT	5
VI. STUDENTS' FORUM (LUCAFAMA)	6
VII. HEAD OF THE DEPARTMENT	7
VIII. TEACHING FACULTIES	7
IX. TALENT CORNER (FACUTIES)	11
X. ACADEMIC EVENTS	12
XI. STUDENTS ACHIEVEMENTS	16
XII. TALENT CORNER (STUDENTS)	22
XIII. SCULPTORS	27



THE BOTTOM LINE

DISCOVER - EXPLORE - EXHILARATE

For more than 50 years, Dwaraka Doss Goverdhan Doss Vaishnav College has served as a haven for several generations of enthusiastic students. The college was built on Vaishnavism principles with the express objective of offering value-based quality education and empowering the youth. The infrastructure of the institution has grown tremendously, and the curriculum is continuously being revised and updated to meet the unique demands of the global marketplace. Furthermore, the college's commitment to fostering a vibrant and inclusive academic environment has resulted in a diverse array of students, contributing to a rich tapestry of ideas and perspectives within its campus. The college has become one of the top universities because of the students' excellent performance in the classroom and extracurricular activities.

ADMINISTRATORS

Shri Ashok Kumar Mundhra is a passion-filled individual, who has been the guide light of our institution in its journey to the successful establishment it is today, by being our Secretary. He is someone who takes immense joy and pride in helping students achieve their dreams and goals. He has enabled the management to do their work effectively, which in turn has enabled the academic aspect of the college prosper. The hardwork of our Secretary and his determination to redefine the standard of education and excellence, has made our institution one of most sought after colleges in the city.



Shri Ashok Kumar Mundhra
-Secretary



Captain Dr.S.Santhosh Babu
-Principal

Captain Dr. S. Santhosh Baboo, is the Principal of Dwaraka Doss Goverdhan Doss Vaishnav College. Equipped with a Masters Degree and a Doctorate in Computer Science, he has around 30+ years of teaching experience in the field of Postgraduate Computer Science. He is a person who strongly advocates for teamwork, positivity and keeps himself updated on everything happening in the educational field. His prime objective was to initiate new, modern and

innovative methods of teaching and imparting knowledge to the students and to bring the institution to a top position .among competitors, which he has been working towards with passion, and successfully."My prime responsibility is to steer the institution ahead in its trajectory of progress and nourish young minds with knowledge and positivity", were our Principal's words when asked about his main goals. Captain Dr. S. Santhosh Baboo, as Principal, has guided the students and the institution onto the path to achieve their potential and success, and has been the backbone of the college.

ABOUT THE DEPARTMENT

The Department of Accounting & Finance was established in 2015 to provide students with a comprehensive understanding of finance. Given the expansion of the financial industry, there has been an increased demand for specialized knowledge in accounting and finance, both in India and worldwide. Our department offers Outcome Based Education (OBE) in various areas, including taxes, corporate finance, banking, financial management, and investment management, in addition to a broad range of accounting specializations, such as financial, corporate, management, and cost accounting. Our curriculum equips students with the knowledge and skills they need to succeed in the global market. We not only emphasize academic pursuits but also encourage students to engage in extracurricular activities within and beyond the institution. We are proud to support the unique student forum "LucAFama," which provides students with a platform to interact with finance professionals and academics. We organize guest lectures, workshops, academic events, and seminars on finance and accounting through LucAFama to expand our students' exposure to and understanding of the financial sector. We are committed to developing our students' skills and talents and encouraging them to take on responsibilities that will prepare them for the constantly evolving global environment.

VISION AND MISSION

VISION OF THE DEPARTMENT

- To provide students with an excellent career-oriented and comprehensive academic programme by integrating education with ethical, humanistic and social learning for enabling them to contribute to our country's progress



MISSION OF THE DEPARTMENT

- To provide strong conception knowledge and application skills in the domain of Accounting and Finance.
- To sharpen the student's analytical and decision making skills so as to enable them to comprehend the dynamic socio-economic and technological environment and its associated impact on businesses.
- To prepare the students with necessary functional and behavioural skills so as to enable them to become ethically and socially responsible finance professionals thereby contributing to nation building.

STUDENTS' FORUM

(LucaFama)



LucaFama, the Student Forum of our Department, offers a platform for students to exhibit their additional skills by hosting different activities, including Intra-Departmental and Inter-Collegiate Cultural fests. Moreover, it welcomes professionals from the industry to Technical Summits and Seminars, enriching students' knowledge and directing them in their corporate and entrepreneurial endeavors. Additionally, LucaFama undertakes initiatives to contribute to society, promoting awareness through social campaigns and programs, all aimed at fostering a more improved societal environment.

EMINENT ERUDITES

Luca Pacioli (c.1447 - 1517) was the pioneer of the double-entry accounting system, an Italian mathematician and Franciscan friar who also collaborated with Leonardo da Vinci. He documented accounting procedures used by Venetian merchants during the Italian Renaissance, many of which are still in use today, such as journals, ledgers, and trial balances. His famous quote, "Don't sleep until the debits equal the credits," reflects the enduring nature of accounting principles that date back to the medieval period and beyond.

Eugene F. Fama, the 2013 Nobel laureate in economics, is the "father of modern finance." His groundbreaking work on the efficient markets hypothesis and risk-return relationships transformed finance. With over 100 articles and prestigious awards, including the Nobel Prize, Fama's influence is profound. Beyond academia, he enjoys golf, opera, and was a skilled surfer and tennis player, even earning a place in Malden Catholic High School's athletic hall of fame.

FACULTY PROFILE

HEAD OF THE DEPARTMENT



Dr. Kavitha Menon is an accomplished academic professional with over 14 years of experience in the education field. She started her career at one of India's top private universities, Amity Global Business School in Noida, and later excelled at one of Chennai's finest colleges. She has a strong skill set, including excellent communication and time management skills, and has built a reputation for establishing strong connections with both students and colleagues. Her academic journey features a Ph.D. in Commerce, professional certification (CMA) and a solid track record in teaching and research, all of which demonstrate her commitment to advancing the education field.

TEACHING FACULTIES



Dr. N. Alamelu Sathyabama is an Assistant Professor with 18+ years of teaching experience, holding degrees in M.Com, M.Phil, and Ph.D. in commerce. She has published research papers and authored various books. She has attended FDPs and conferences. She has organized webinars and has been invited as a resource person to various colleges.



Dr. Bhuvaneshwari, an Assistant Professor with 12 years of teaching experience, holds degrees in MA, M.Phil (Corporate Secretaryship), and a Ph.D. in Behavioral Finance. She has also been a guest speaker at numerous seminars and talks. She received the best paper award at an international conference held in Mumbai.



Dr. K. Tamilselvi, an Assistant Professor with 15+ years of teaching, holds degrees in M.Com, M.Phil, MBA, and a Ph.D. She has a track record of publishing and presenting research papers. She has participated in FDPs and international conferences. She has also delivered guest lectures in reputed business schools. She is also a knowledge partner setting question papers for professional bodies.

FACULTY PROFILE



Dr. C. P. Vijayalakshmi, an assistant professor with over a decade of teaching experience, holds degrees in M.Com, M.Phil, and Ph.D. She has published various articles such as 'Impact of CRM on Customer Satisfaction' and 'A Study on the factors influencing customers' perception towards online shopping' and more.



Dr. D. Jayaprakash is an Assistant professor with over a decade of teaching experience. His qualifications include an M.Com, M.Phil, MBA, and a Ph.D. in (Commerce). He has presented research papers at international and national conferences, focusing on topics like GST and Indian Banking Technology. Additionally, he has participated in numerous FDPs and MDPs. He is also a member of the Indian Academic Researchers Association (IARA).



Dr. Sathish Kumar V., an Assistant Professor with an M.Com, MBA(Finance), and a Ph.D.(Human Resource), has a substantial publication record and actively participates in seminars, conferences, and workshops. He also won the Best Paper award from the SRM Institute of Science and Technology. He is the NSS program coordinator and is also a member of the NDLI and the Citizen Consumer Club.



Ms. Radhalakshmi.V., an Assistant Professor with an M.Com (General) degree, actively participates in workshops, seminars, FDPs, and conferences. She achieved the Best Paper Award at the "Virtual International Conference on Restructuring of Trade & Industry for the Upliftment of Indian Economy" hosted by St. Joseph's College (Arts & Science).

FACULTY PROFILE



Dr. V. Subhashini, an Assistant Professor with over a decade of teaching experience, holds degrees in M.Com, M.Phil, MBA in Finance, and a Ph.D. She received the BEST PAPER AWARD at a National Conference on Social Inclusion & Gender Justice for her paper titled "A Study on Growth and Problems of Women Entrepreneurs in the Present Scenario," organized by Sri Devi Arts & Science College. She has also authored 3 books.



Dr. M. Kotteswari, with a background in M. Com, M.Phil, and a Ph.D., NET, has 15 years of teaching experience. Her dedication to professional development is evident in her participation in various webinars, conferences, and workshops, along with her contributions to online journals.



Ms. D. Narmadha, an assistant professor with an M.Com, M.Phil, MBA, and SET has a teaching experience of 8+ years. She is currently pursuing her doctorate. She has attended many seminars, conferences, and FDPs. She was also invited as a guest speaker at St. Joseph College of Arts and Science



Mr. Alistar Dominic Joseph completed his undergraduate degree at Loyola College and holds an M. Com degree from the University of Madras. He has gained valuable work experience with one year at Don Bosco Arts and Science College and another year at DGVC. Additionally, he has participated in conferences during his academic journey. He has participated in more than 3 international dance events.

FACULTY PROFILE



Ms. Aishwarya holds a master's in commerce (with distinction), CMA-Inter certification, UGC-NET qualification with JRF, and is pursuing a master's in psychotherapy and counseling.



Ms. Swetha R is an accomplished scholar with an M.Com. and M.Phil. Her published research covers user satisfaction with E-wallets, the impact of digital marketing on hair care product consumers, and the role of AI chatbots in food delivery apps. Her work offers valuable insights into consumer behavior and technology adoption in commerce.

TALENT CORNER

(FACUTIES)

Mr. Alistar Dominic Joseph is a talented dancer and choreographer who has won many dance competitions across multiple schools and colleges. He has participated in more than 3 international dance events. He currently works as a choreographer at MCD Studio and has provided his skills to various educational events. One of his notable accomplishments was achieving 3rd place in the Ovassions battles. He has also been invited to judge several events such as SIGA Cultural, the Dance event at Don Bosco College of Arts and Science, VD Club annual events, Inception'22, and many others.



INCEPTION'22

Ms. Aishwarya is a grade 8 certified musician in Western Vocals, Rock, and Pop from Trinity College, actively mentoring aspiring vocalists. She was also invited to judge INCEPTION'22.

ACADEMIC EVENTS

(2022-2023)

DEEKSHARAMBH - Student Induction Program (SIP) 25th - 30th August 2022

The speaker of the session Hon'ble Mr.M.Sesha Sai, Founder of "Farm Guru " and the Honorary Consul for Republic of Seychelles explained about the various stages of life and the importance of farmers and food. An Alumni Meet to motivate the students, an ice-breaking event for the first year students was conducted at Tower Park, Anna Nagar and fun activities were organized to test their team building skills.



Guest Lecture on Legal and Ethical Ways for a Startup. 8th August. 2022

Dr. Padmaja Priyadarshini B.N, MD of Home Plan Guru Civil Consultancies explained the various stages of entrepreneurship and the legal compliances to be fulfilled for starting a business



Orientation on Youth Exchange Program. 9th September. 2022

Mr. Dinesh Gajendran, Catalyst & Executive Director at Audacious Dreams Foundation addressed the students on Global Understanding for Sustainable Development (GUSD), which will give an opportunity to unleash the potential of youths to empower themselves and the community around them.



A workshop on Business Etiquette and Corporate Culture **19th September. 2022**

The trainer, Mr. Naveen Sreedhar, Deputy Manager L&D and HR, Navin's Housing & Properties gave the students an in-depth talk on resume building and the common etiquette followed in the corporate world.



ACADEMIC EVENTS

(2022-2023)

A special talk on the Challenges and Prospects of Digital Banking.

26th September, 2022



The guest speaker, Mr. Don Rajiv, Relationship Manager, Standard Chartered Bank enlightened the students on digital banking and insisted on developing their knowledge and personality to make a successful career in the banking sector.

Investiture ceremony, 27th September, 2022



The investiture ceremony was conducted to induct the office bearers of the Department Students' Forum LucaFama for the Academic Year 2022-2023. The chief guest of the event was CA S.J John Kennedy, Deputy Superintendent of Tamil Nadu Police, Chennai.

Stress Management Program, 21st October, 2022



The guest speaker, Ms. Kavitha Kumar, an influential coach, enlightened the students on emotional intelligence and how the act of visualization can positively impact the performance of an individual.

Malaysia Youth Exchange Program 2022-2023, 12th - 18th November, 2022



The students of various disciplines explored the social, cultural, educational, and bureaucratic aspects of Malaysia. The one-week program served as a platform to interact with the High Commissioner of the Republic of Ghana, officials of the MECD, the Ministry of Youth and Sports, the Seremban city council and the Negeri Sembilan Indian Chambers of Commerce and Industry.

ACADEMIC EVENTS

(2022-2023)

Networking session on 'Entrepreneurship Is not business. It's life 13th January. 2023

Mr. Balamurugan Sinnathamby, President, Malaysian Business Networking & Executive Director, SB production Sdn Bhd & Council of Malaysian Indian Chamber of Commerce and Industry motivated and encouraged students to choose entrepreneurship as a career without any fear or hesitation

A Seminar on Effectiveness of Business Analytics In Today's Business World. 25th January. 2023

Dr. Doreen Robin, Founder & Director, Computational Intelligence Research Foundation enlightened the students on the significance of business analytics and its role in various fields like Blockchain Technology, Cyber Security, Big Data Analytics, Grid and Cloud Computing.

Nilam Payir Sel. 27th January. 2023

The social event made students realize the time and effort taken to grow food grains and brought a sense of respect towards farming and farmers.

Turtle Walk at Neelangaral Beach. 28th January. 2023

The Turtle Walk organised by the Students' Sea Turtle Conservation Network (SSTCN) was an experiential learning for the students to understand the various species of turtles, their life span, eating habits and habitat.

A Special Talk on 'Offer Letter - The Untold Truth'. 28th February. 2023

Mr. Harish Raman N., Head - Human Resources - KKM Soft Pvt Ltd. explained the nitty-gritties in the offer letter.

Cups and Cakes - Skill training and Development workshop. 5th April. 2023

Ms. Mahalakshmi Achyut, Entrepreneur and Self-Taught Baker taught students the art of making delicious brownies and chocolates.

ACADEMIC EVENTS

(2022-2023)

THIRAN -The World of Dreams. 6th April. 2023

The department organised a visit to Gurukulam School, Chennai where the students conducted various activities for children with special needs.

A workshop on Income Tax Return Filing. - 10th. 11th & 18th March. 2023

The resource persons Mr. Praveen T V, Chartered Accountant & Ms. Aparna Gopalan, Tax Manager enlightened students on the on the step-by-step process of filing ITR-1.

A workshop on 'Stock trading and Technical Analysis' - 14th. 15th. 16th. 17th and 23rd March 2023

The resource persons, Mr.P.Sudhaker, Managing Director – Unieke Capital Advisory Pvt. Ltd., Mr. Rakesh Raman, Senior Manager & Head MF(NSE), Mr.P. Suresh Kumar, Associate Director, Zebu Shares, Mr. P Yuvaraj, Regional Product Manager – ICICI Securities & Mr. T. Liyakath Ali, Manager – Select – ICICI Securities workshop enabled the students to understand the workings of the securities market, and buying and selling strategies.

Career Guidance In Logistics and Avlation. 11th January. 2023

The session enlightened the students on some of the prominent courses in aviation & logistics that will help aspirants to build their own careers in these sectors

STUDENTS ACHIEVEMENTS

(CULTURALS)



Aryan Shah, Shreyans Jain, Rahul Kumar and Aman Bhatnagar won the overalls in INSPIRA'23 at Mulund College of Commerce, Mumbai



**Rahul Kumar-3C
Aman Bhatnagar-2D**

1st Place in Business Tycoon at Mulund College of Commerce Mumbai (Inspira'23)



**Aryan Shah-3B
Rahul Kumar-3C**

2nd Place in Marketing Monarch at Mulund College of Commerce, Mumbai (Inspira'23)



**Aryan Shah-3B
Shreyans Jain-3B**

2nd Place in Suit Up and 3rd Place in Corporate Charisma at Mulund College of Commerce Mumbai (Inspira'23)



Aman Bhatnagar-2D

3rd Place in Mumbai Premier League at Mulund College of Commerce Mumbai (Inspira'23)

STUDENTS ACHIEVEMENTS

(CULTURALS)



Lokesh-1C

2nd Place in MIME at Chengalpet Medical College



Khushii Advani-1C

1st place in corporate walk at SRM Institute of Science and Technology

कुछ कहना हे ना पड़ा,
वो दिल की बात समझ गई,
दिलो के तार अप्पस में अपन
आप जुड़ गए

Harsh Dave -1D

1st place for creative writing (Hindi) in VFEST



Aman Bhatnagar-2D

1st place in IPL auction at Instincts'23 in SNU



M.Vedhagiri -1C
2nd place for quiz in VFEST



Nithin.B 1-C

1st Place for Photography At Cellutions'22

STUDENTS ACHIEVEMENTS

(CULTURALS)



Meet Kadel-1A
1st place for
CODM at Ranneti'23



A.Hemanth Kumar 1-C
Overall Winners in
Srishti'23 at Ethiraj



Harini Shree, Lakshitha, Anamika 2-A
1st Place in The Next Digimaster at
Markutsav'22



Nithin.B, Parveen Kumar 1-C
2nd Place in The Next Digimaster
at Markutsav'22



Aryan Shah, Shreyans Jain 3-B
Runners Up Overalls at
Markutsav'22



Rahul Kumar 3-C
1st Place for Shark Tank
at Aquaria'23 in WCC

STUDENTS ACHIEVEMENTS

(CULTURALS)



Varsha-1B
2nd place for
Creative Writing at VFest'22



Varsha-1B
2nd place for
Creative Writing at
Artistics'22



Suhail-1B
Mr.Vfest at Vfest'22



Suhail -1B
Rahul -3C
3rd Place for Debate
at Cellutions'22



Harsh H Dave-1D
3rd place for Creative
Writing(Hindi)
by Hindi Department



Khushii Advani-1C
Puneet Lalwani-1C
Lekhraj 1-C
2nd Price in Talent Hunt at
Inception'23

STUDENTS ACHIEVEMENTS

(CULTURALS)



The A&F dance team won the dance competition in Artistics'23



STUDENTS ACHIEVEMENTS

(SPORTS)



GOUTHAM-2C
VOLLEYBALL
DISTRICT PLAYER



Naresh - 1 A
Won 1 gold and 1 silver in
indoor National Rowing
Championship held at
Chandigarh

TALENT CORNER

(ARTICLE)

The Beauty of Little Moments in Life

Sometimes, in our pursuit of big accomplishments and important milestones, we forget to appreciate the little things that happen in our daily lives. Although they may seem unimportant, these moments can bring great meaning to our lives and teach us valuable lessons about living fully.

Everyday life is enriched by the small moments that we often overlook. Whether it's the comforting scent of morning coffee or the warmth of a cozy blanket on a cold night, these subtle experiences offer a deep sense of comfort and mindfulness. By immersing ourselves in these seemingly ordinary pleasures, we can fully engage in the present moment and let go of past worries and future anxieties.

In the fabric of our lives, it's usually the little gestures filled with sincerity that bring us closer to one another. A genuine smile from a stranger, a handwritten note from a friend, or a shared chuckle over a board game, these acts of kindness brighten up our days and establish a feeling of togetherness and harmony. They make us remember that we're not alone in this journey, but a network of souls that flourish with shared moments of happiness and bonds.

Being grateful for life's small blessings can bring contentment to our lives. It could be the love and warmth of our family or the stunning beauty of the sunset that enriches our lives in countless ways. By keeping a gratitude journal, we can train ourselves to recognize and appreciate these hidden treasures. These mindful moments, coupled with pleasurable activities like reading a book or taking a leisurely walk, can be potent stress and anxiety reducers. They help us face life's challenges with resilience and inner peace.

As the saying wisely reminds us, "Life is not measured by the number of breaths we take, but it is measured by the number of moments that take our breath away." In these small, everyday moments, we discover the true essence of our existence, a journey marked not only by grand achievements but by the exquisite beauty of life's little things.

Khushii Advani

Batch(2022-25)

TALENT CORNER

HAIKUS

MOTHER NATURE

In the quiet and
peace, with sounds of crashing waves,
nothing else matters

SEASONS CHANGE

Leaves fall, leaves grow; clouds
gather, clouds part; seasons change
every year, all over.

MOTHER NATURE

With lush greenery,
high peaks, waves, crashing thunder,
she amazes us.

UNDER THE STREETLIGHT

Houses are dark, sun
is rising, a flower blooms
under the street light.

Glow from the street light,
reminds her of the spotlight,
she once had from fame.

Varsha

Batch(2022-25)

TALENT CORNER

(ART)

Meet Kadel-1A



Reshma Showkath
1D



Harini Shree.S
2A



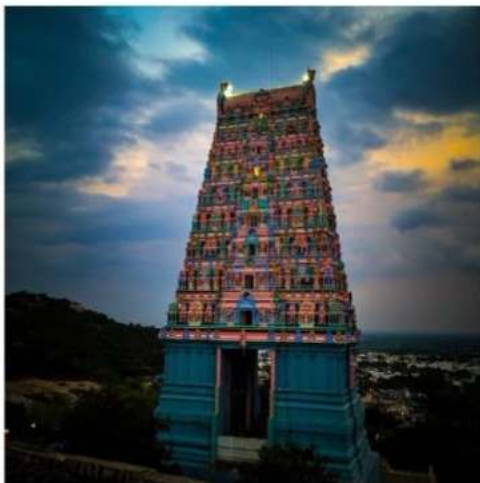
TALENT CORNER

(PHOTOGRAPHY)

Harshath-1D



Varun.S-1D

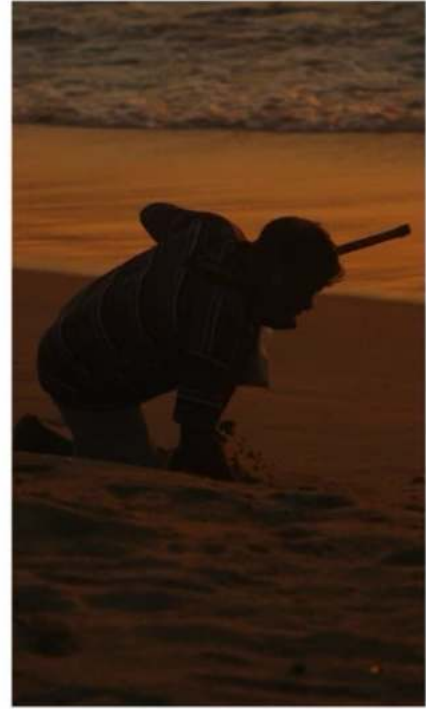


TALENT CORNER

(PHOTOGRAPHY)



Nithin.B- 1C



Khushii Advani- 1C

M.Vedhagiri-1C



THE SCULPTORS

Dr.Kavitha Menon-Head of the Department

Dr.K.Tamilselvi-Faculty Coordinator

EDITORIAL TEAM

M.Vedhagiri (Batch 2022-25)

B.Nithin (Batch 2022-25)

Varun Dawan (Batch 2022-25)

CONTENT TEAM

Khushii Advani (Batch 2022-25)

Varsha (Batch 2022-25)

Ganesh Ramamurthy (Batch 2021-24)