

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

ARUMBakkAM, CHENNAI-600106
(AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE
LINGUISTIC MINORITY INSTITUTION, AFFILIATED TO UNIVERSITY OF MADRAS



— NEWSLETTER — DEPARTMENT OF COMMERCE — HONOURS —

EDITION 4
JAN - JUN 2022

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MESSAGES



"All our dreams can come true, if we have the courage to pursue them"—Walt Disney
Dreams may seem to be far removed from reality. They may seem impossible and improbable. But little do we realize that all of us have in us the strength, patience and the passion to fulfil our dreams. The vision and dreams of a few kind hearted philanthropists and educationists, led to the founding of this institution. The hard work and perseverance of the successive members of the management and the academicians have enabled the institution emerge as one of the much sought after colleges in the city. It is now our duty and responsibility to carry forward this dream and with steadfast faith and determination redefine the standard of excellence, strengthen the spirit of solidarity and celebrate the power of knowledge to transform the society.



Greetings!

The meaning of education has transformed greatly in today's technology driven and digitally connected world that we live in. An educator in the present times has to adopt a multi-dimensional approach having knowledge creation, confidence building and honing leadership skills at its core. While many of our students have been greatly contributing to various renowned and reputed organisations as exemplary leaders, the institution also focuses on developing entrepreneurship skills among students so that they would have the courage and conviction to establish an enterprise and create a legacy. In the sphere of research, understanding the complexities of the various issues, exploring new avenues and contributing to development of knowledge has been our priority. Having carved a niche for itself over the year, through its myriad achievements, this institution today stands as a symbol of immense possibilities and innumerable opportunities. The task ahead is clearly defined—educate, enlighten and empower. As Benjamin Franklin said, "An investment in knowledge pays the best interest".



You're never too young to teach ..

You're never too old to learn"

- Les Brown

So start learning new things and share it with others, because sharing is the essence of life.

Create an Eco system around yourself in such a way that you will share your knowledge with others and the same you will receive it back from the other end.

FACULTY ACHIEVEMENTS



S SAIRAM

- He was been a Resource Person for a Webinar on “Resume Building” organized by the Department of Commerce, New Prince Shri Bhavani Arts & Science College held on 6th January 2022
- He participated in a National Level Webinar titled “Emerging Business & Economic Environment in India” organized by “SRM Institute of Science and Technology” during January 2022
- He participated in five days international Faculty Development Program on “Management of Emotions for Success in Career and Life” organized by “Guru Nanak College,” during March 2022



CMA (US) QUALIFIED



CHALLA VEERA VENKATA
SAI SIVA SURYA
PART 1&2



JANANI M A
PART 1&2



NAARAAYAN R L
PART 1&2



ABINASH S
PART 2



PREETHI B
PART 1



THARUN JOSHU DANIEL
PART 1



KRITHIKA C
PART 1



MAHESH V R
PART 1



DHIVYA PRIYA K
PART 1



JYOTHI ADITHYA
PART 1



RAKSHAN V
PART 1

STUDENTS ACHEIVEMENTS

OUTSIDE THE COLLEGE

NAME OF THE STUDENTS	EVENT PARTICIPATED	PRIZE SECURED
 <p>SHYAM SB II ND YEAR 20E1528</p>	PHOTOGRAPHY MOP VAISHNAV	
 <p>SHYAM SUNDAR G II ND YEAR 20E1535</p>	POSTER MAKING STELLA MARIS COLLEGE	

OUTSIDE THE DEPARTMENT

NAME OF THE STUDENTS	EVENT PARTICIPATED	PRIZE SECURED
 <p>JAGANNATH G I ST YEAR 21E1613</p>  <p>LAKSHMIPATHY S I ST YEAR 21E1607</p>  <p>SHANKARA NARAYANA N I ST YEAR 21E1629</p>	SHARK TANK OIKONOMICS	
 <p>SHYAM SUNDAR G II ND YEAR 20E1535</p>	POSTER MAKING SHERLOCKS FEST LUMIERE	
 <p>VISHWA RAMAN II ND YEAR 20E1520</p>  <p>YASHWANTH RAMESH II ND YEAR 20E1538</p>	DEBATE ENGLISH ARTISTICs	

STUDENTS ACHEIVEMENTS

OUTSIDE THE DEPARTMENT

NAME OF THE STUDENTS	EVENT PARTICIPATED	PRIZE SECURED
 <p>SHYAM SB II ND YEAR 20E1528</p>	PHOTOGRAPHY 1. ARTISTIC 2. LUMIERE 3. STASFY	
 <p>DEEPESH KANNA II ND EAR 20E1537</p> <p>GIRISH KUMAR II ND YEAR 20E1527</p> <p>DINESH II ND YEAR 20E1521</p>	CHANNEL SURFING LUMIERE	
 <p>MOHAMED ABU THALIB S II ND YEAR 20E1501</p>	MEME CREATION LUMIERE	

INSIDE THE DEPARTMENT

NAME OF THE STUDENTS	EVENT PARTICIPATED	PRIZE SECURED
 <p>SRLAKSHMI I ST YEAR 21E1620</p>	SHIPWRECK OFFICE OLMPICS	
 <p>SRLAKSHMI I ST YEAR 21E1620</p> <p>RUPESH KARTHIKEYAN I ST YEAR 21E1634</p>	STRATEGIC THINKING OFFICE OLMPICS	

STUDENTS ACHEIVEMENTS

INSIDE THE
DEPARTMENT

NAME OF THE STUDENTS	EVENT PARTICIPATED	PRIZE SECURED
 <p>ABHINAYA PC I ST YEAR 21E1602</p>	MINUTE TO SELL OFFICE OLMPICS	
 <p>TEJESVE S I ST YEAR 21E1621</p>	SHIPWRECK OFFICE OLMPICS	
 <p>KUNAL D I ST YEAR 21E1622</p> <p>SHALASH B I ST YEAR 21E1623</p>	STRATEGIC BUILDING OFFICE OLMPICS	
 <p>MOHAMED ABU THALIB S II ND YEAR 20E1501</p> <p>LAKSHMI NARASIMHAN II ND YEAR 20E1526</p> <p>DEEPESH KANNA II ND YEAR 20E1537</p>	TREASURE HUNT OFFICE OLMPICS	
 <p>DEEPESH KANNA II ND YEAR 20E1537</p>	SHIPWRECK OFFICE OLMPICS	
 <p>JEEVANANDAM R II ND YEAR 20E1545</p>	CREATIVE WRITING	

STUDENTS ACHEIVEMENTS

INSIDE THE
DEPARTMENT

NAME OF THE STUDENTS	EVENT PARTICIPATED	PRIZE SECURED
 <p>GIRISH KUMAR II ND YEAR 20E1527</p>  <p>DINESH II ND YEAR 20E1521</p>	TREASURE HUNT OFFICE OLYMPICS	
 <p>RAVI PRASANNA II ND YEAR 20E1531</p>  <p>SAI SIDHARTH II ND YEAR 20E1543</p>  <p>RISHAB RAMAN II ND YEAR 20E1505</p>	QUIZ OFFICE OLYMPICS	

GLIMPSES OF 3RD EDITION

The 3rd edition of Honours Insider was issued on 2nd May 2022 by Principal Dr.S Santhosh Baboo.

This issue was pertaining to July - December 2021



HAPPENINGS OF THE DEPARTMENT

Workshop on *Practical Application on the Proceedings of Social Science Research*

The session was organized by Samvruth -Department of Commerce (Honours) on 16th March 2022.

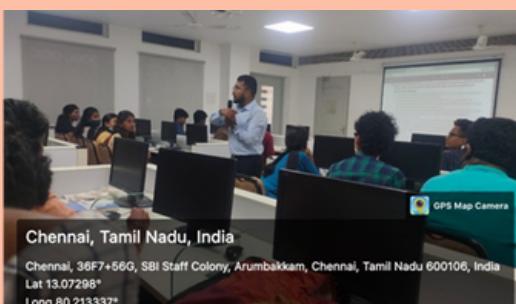
The resource person for the session 1 (Designing a research Methodology) Dr.D Amarchand and for the session 2 (Analysis of data using SPSS) was Dr.DSampath Kumar .

The students were enlightened in the following areas:

- Students can able to design a specific research Methodology for their social science research.**
- Students can able to use SPSS wisely for a research work to analyse the collected data.**



Workshop on *Registration to returns under GST - A Practical Drive*



The session was organised by Samvruth -Department of Commerce (Honours) on 11th May 2022 and 16th May 2022. The resource person for the workshop was CA Vishnuvardhan .

The students were enlightened in the following areas:

- Students can able to use the common portal of GST on their own**
- Students can able to know - how to register under GST and also able to file the GST returns.**
- Students can able to demonstrate the documents required to register under GST and file returns under GST.**

HAPPENINGS OF THE DEPARTMENT

A talk session on Facing an interview and transitioning from college to corporate life

The session was organised by Samvruth -Department of Commerce (Honours) on 2nd May 2022 . The resource person for the seminar was Mr. Sundaresvaran balakrishnan and Ms. Aarthi P swamy.

The students were enlightened in the following areas:

- Students were able to prepare themselves to face an interview in a better way.
- Students acquired knowledge on how to adopt themselves towards corporate culture.
- Students were educated with the important of LinkedIn and were encouraged to create a LinkedIn profile .
- Students were able to identify the significance of articulating their thoughts in communication.



The new club of the Department named SSR (Student Social Responsibility) was formed on 2nd May 2022.

The main focus of this forum was to serve the society and to inbuild those thought in students mind.

The members of this Club are :

- 1.Mohamed Abu Thalib S
- 2.Dinesh M
- 3.Aarthi S
- 4.Abhinaya P C
- 5.Savitha Sri P B
- 6.Tejashree K R
- 7.Srilakshmi B

INAYAVAZHI SELVAM



The awarness program was organised by honours -Student Social responsibility council- ssr orgainsed on 6th May 2022 on the topic of UPI payments at Periyar koyambedu market.

The main objective of this programme was to insist all the shopkeeper to adopt UPI payments for their business tramsaction . The members took this project as pioneer for making Digital India

The outcome of this programme was:

- To make the traders to adopt the digital payment system.
- To highlight the significance and ease of doing trade using digital payment system.

HAPPENNINGS OF THE DEPARTMENT



BIZZ BUZZ

The Department of Commerce (Honours) commemorative its decennial function by conducting Two Days Business Fest titled BIZZ BUZZ - A Conclave cum Inter Departmental Business Fest on 12th & 13th May 2022.

On 12th May 2022, the department organized various Inter Departmental Business Competition such as Business Plan, Adzap, Best Manager etc..

On 13th May 2022, the department organized its first conclave ever since inception in the theme "Trends & Transmission of Astha Abyasah in next 5 years". This conclave focuses the prospects of transmission of 6 sectors in next 5 years. The eight sectors were Banking, Marketing, Auditing, Art, Start ups, Law, Intellectual Property and Human Resources and the experts were CA Dr.K V Ramanathan, Mr. Kenneth Jayseelan, Mrs.Ramya Venkatraman, Mr.G.Prabu Ram, Mr.Shaukath Ali, CA Ms. S Deepika , Mr.Ramaswamy Meiyappan and Mr.Saran.

GLIMPSES

Ethnic day | EVS field Visit



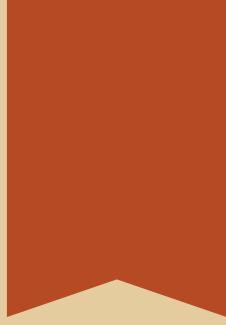
Ethnic Day

The department celebrated ethnic day where the talents of students were showcased and fun activities are conducted.

Field Visit

As part of curriculum, the department took second year B. Com (Honours) Students to Solitude Farm of Auroville. This visit indeed help the students to understand the necessity of organic farming

RESEARCH CORNER



**D.N.DHARANI
2019 BATCH**

I have completed (B.Com Honours) from DG Vaishnav College, Arumbakkam, Chennai. I have also done a couple of internships in the area of Logistics and supply chain, Finance, Inventory, Auditing etc which helped me to identify my career into Management. With abundant efforts, I got 77.58 percentile in CAT 2021 for which I have been entered into Department of Management studies (DoMS), National Institute of Technology, Tiruchirapalli. I am excited to pursue my career and to make use of resources and opportunities!

Online food ordering and delivery is very successful because it bridges the gap between restaurants and consumers. It is a process where a customer will search for a product and filter with the available items and they deliver by an application in the mobile phone.

With the increasing number of online options, and the current pandemic forcing people to stay indoors have shown a paradigm shift in the use of websites to order groceries like fruits, vegetables and other perishable & non-perishable items. The purpose of this was to identify the preference of customers towards this online platform and to find out the level of satisfaction. Hypothesis has been set to view the relationship between two variables (Gender and attributes). The results of the study concluded that majority of the customers were satisfied with the swiggy instamart shopping with respect to price, freshness, quality, packaging, delivery, payments etc. This instamart feature has been growing rapidly in this era.

RESEARCH CORNER



**MAHESH V R
2019 BATCH**

Mahesh V.R is a 20 Y.O Analyst at Freightify, a Log-Tech startup. He is responsible for the Revenue Operations activities of the company.

During his college days, he was the Chairman of Samvruth - Honours Student Forum and the Technical Head of Vaishnav Initiative for Excellence.

The video gaming industry is a fast growing industry in India, with even the national government coming up with the AVGC task force and numerous business intelligence agencies predicting high CAGR

This study aims to find the usage behavior, factors determining satisfaction and willingness to pay for different add-on features in freemium video games.

The study focuses on a sample of people aged 18-25, split over both male and female genders, using only primary data. Measures of central tendency and correlation were used here to analyze the data.

The study has found that the playtime is significantly low among the sample, higher preference towards freemium models. Gameplay was the most important factor of utility. Respondents who wanted good graphics also wanted good gameplay. Willingness to pay for microtransactions was overall low.

Alumni Talk



I am a Bcom hon's graduate from DG Vaishnav college chennai and am a US CMA qualified professional. I have also done internships in firms like Jyoti cnc, Sree satyanarayana spinning mills. My core skills include advanced excel, effective communication, team player, Management accounting, Capital budgeting etc. I am currently pursuing US CPA and am also working as a pricing executive in WIPRO.

MOTIVATION

What is motivation, motivation could be understood as that urge that keeps reminding us of our goals and our obligations. Motivation plays a crucial role in keeping us interested and going through our daily routine. But due to today's fast paced and hectic life even motivation lasts short. We usually seek for motivation in YouTube videos or motivational talks when we feel we are whiling our time away which gives us a temporary burst of motivation and doesn't lead to a sustainable source of motivation.

Hence, its crucial to first fix a long-term goal my friends, which acts a beacon and guiding light. The long-term goal should be so demanding and strong that it shouldn't let you forget what you are working towards daily for. Having a goal helps us in a variety of ways

For me personally, it helped me in waking up early every-day and provide extra time towards either study or some other interests I had other than my college obligations. It also helps me in maintaining discipline because Long term + consistency is what results in the end success. We as humans always fall prey to short-term pleasures which give us a temporary burst of dopamine and keeps us away from achieving our long-term aspirations.

Since long-term goals are far away in the future, it usually becomes difficult for us to materialize it and add a value to it and we usually seek instant gratification without efforts. Even I fell prey to this problem and gradually overcame it by dividing my long-term goal into multiple short-term goal and rewarding myself every time I achieved my short-term goals. This helped me in clearly planning out my day's routine.

Also try to find any hobby alongside your study routine which interests you and keeps you happy and relieved from stress buildup. It may be a sport that interests you, arts, chess, reading books, participating in college fests or something else. For me, it was reading books and playing chess. Find your passion during your college days, make healthy friendships and enjoy your college life. Hope you have a wonderful time at DG Vaishnav college.

Challa. Veera Venkata Sai Siva Surya – 2019 Batch

TRIVIA TIME

RIDDLES | PUZZLES

*Can you
find the
brand
names
owned by
Parle*

W	B	V	K	K	Q	F	C	N	M
M	R	O	P	R	C	A	N	A	A
Y	M	O	N	A	C	O	P	Q	N
T	E	M	N	C	M	B	O	O	G
X	L	L	I	K	B	E	S	O	O
R	O	A	B	J	P	B	U	C	B
W	D	N	F	A	B	I	O	N	I
K	Y	O	K	C	R	E	Q	K	T
A	Q	Q	A	K	I	N	A	A	E

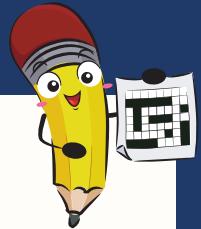
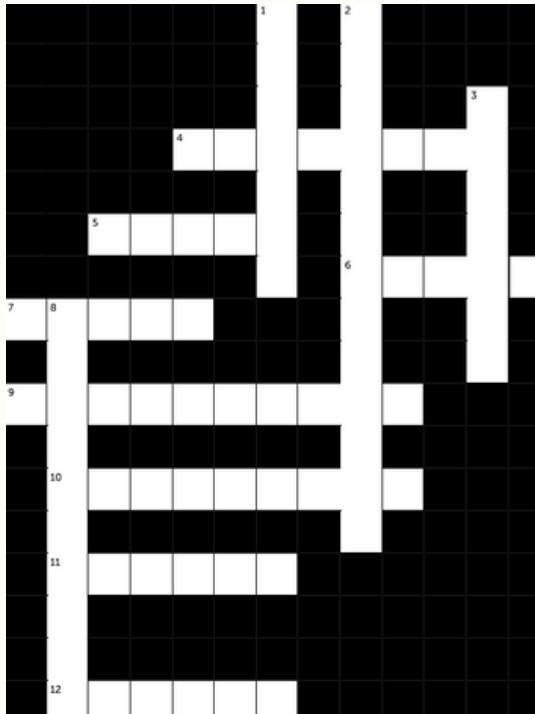
1. The thing which you lose at the moment when you share it..?
2. The one which have a lot of holes , still carries a lot of water ..
3. நீரிலே பிறப்பான்.. வெயிலிலே வளர்வான்.. நீரிலே இறப்பான்..!
அவன் யார்?
4. அகராதியில் எந்த வார்த்தை தவறாக எழுதப்பட்டுள்ளது .
5. ऐसा कौन सा फल है जिसके पेट में दांत होते हैं
6. सुरेश अगर रीना का पिता है तो सुरेश, रीना के पिता का क्या है?

ANSWERS FOR RIDDLES IN EDITION 3

1. WATER 2. FISH 3. NAME 4. TEETH 5. LETTER "S" 6. CHALK BOARD

TRIVIA TIME

CROSSWORDS



ACROSS

DOWN

1. The _____ act was enforced in 1919 by the British Government, which gave power to the police to arrest any person without any reason. The purpose was to control the growing upsurge of nationalists in the country.

2. _____ is a village in the state of Karnataka, also known as the Jallianwala Bagh of southern India. 35 freedom fighters were martyred while hoisting the congress flag here.

3. _____ wrote an article named Poverty and Un-British Rule in India in 1901, criticizing that India was taxed at a very high rate and all of India's wealth was being drained to England.

8. Bharat Mata appeared first in the popular Bengal language-novel _____.

4. In the time of British India, _____ was "the second city of the British Empire" (after London) and was renamed "City of Palaces".

5. The East India Company launched its first factory in 1613 at _____.

6. The _____ Commission of 1928 was boycotted because Indians were excluded from the commission and had no representation in the assemblage.

7. The Madras Presidency till the year 1815 also had its own currency called _____ 12 of which is equal to one rupee.

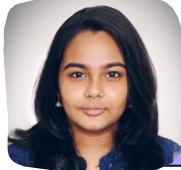
9. _____ Phule was a prominent Indian social reformer who played an instrumental role in women's education and empowerment during the nineteenth century.

10. Gandhi contrasted satyagraha with _____ meaning stubborn resistance to a cause or willfulness. He wrote: "There must be no impatience, no barbarity, no insolence, no undue pressure"

11. India was famous for manufacturing a particular cotton textile called _____ which originated from Bengal.

12. _____ began to edit the 'Bengal Gazette' a weekly magazine, published a lot of advertisements on the import and sale of slaves and published gossip about the company's senior officials in India. Enraged by this, Governor General Warren Hastings persecuted him.

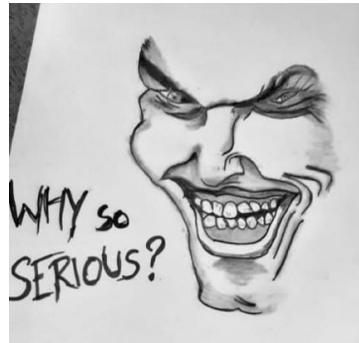
TALENT SHOWCASE



SHREYA GANESH
1ST YEAR 22E1632



SUBASHINI V
1ST YEAR 22E1604



GOPIKA S
1ST YEAR 22E1611



VISALATCHI D
1ST YEAR 22E1626

BG BY
SHREYA
GANESH

TALENT SHOWCASE



BOOMIGHA
II ND YEAR 21E1632



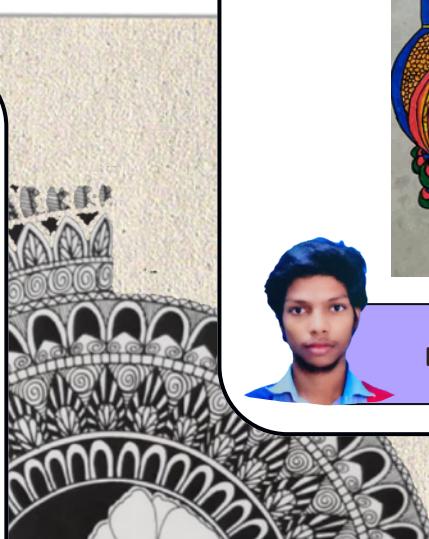
RUPESH KARHIKEYAN
II ND YEAR 22E1604



ANBUSELVAN
II ND YEAR 21E1638

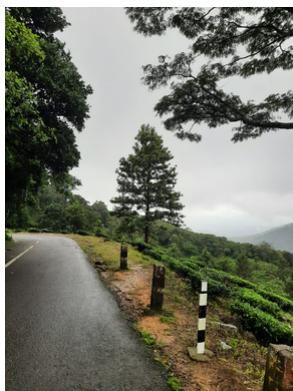


SHYAM SB
III RD YEAR 20E1626

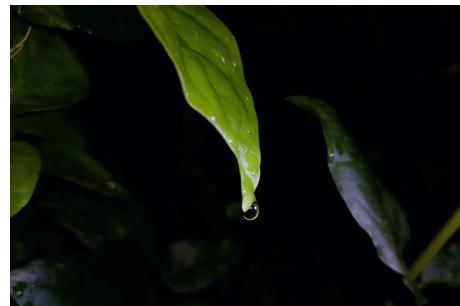


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SHREYA
GANESH

TALENT SHOWCASE



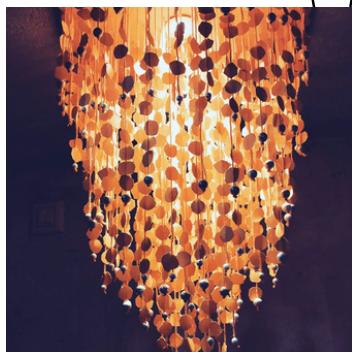
AARTHI S
II ND YEAR 21E1637



SAVITHA SRI P B
II ND YEAR 21E1603



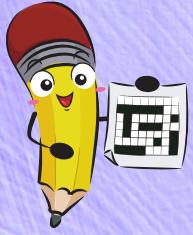
MADHUVANTHI M K
IIND YEAR 21E1609



KASTHURI K
I ST YEAR 22E1621

BG BY
SHREYA
GANESH

TALENT SHOWCASE



A PANDEMIC TUTELAG

People used to occupy and roam all over the street,
Covid made us to stay at home and enjoy some sweet,
Lorry, truck, cars are polluting the world,

This pandemic made our days gold.
Lots of days, missed to enjoy with the guest,
Quarantine days gifted us the best,
Very less is the time spent with our family,
Covid made us consider them holy.

Lots of humans lost their gain,
Less pollution brought more clouds of rain,
We missed a lot of fun,
And need to stay away from our loved one.

We had lots of fun as back benchers,
Now parents had become our teachers,
We use a mask for the while,
And I missed to spread my smile.



Gugan S.
III RD YEAR 20E1521

மக்களின் ஏக்கம்

இந்தியா நாட்டில் நடந்தது படுகொலை
சுதந்திரம் கிடைத்ததால் விடுதலை
தமிழனின் போராட்டம் ஓய்வதில்லை
அதனால் பொங்கியதோ கடல் அலை.

இந்தியர்களின் மனமோ வெண்மை
விடுதலை கிடைத்ததால் என்ன நன்மை?
தமிழனுக்கு செய்யாதே தீமை
ஸ்ரீமதிக்கு கிடைக்குமா உண்மை
அவர் பெற்றோர்களோ தனிமை
போராடுவது எங்கள் கடமை
நீதி கிடைக்கும் பொறுமை
இல்லை என்றால் கொடுமை
இதுவே வாழ்க்கையின் நடமை
இது தான் இந்தியர்களின் நிலைமை...



ANBU SELVAN P
II ND YEAR 21E1638

The Chase

The bird chirp wakes you
The blue sky lights you
A new dawn
“But, memories haunt you
The demons call you’,
I warn.
The dreams chase you
As the goals await you
You darn.

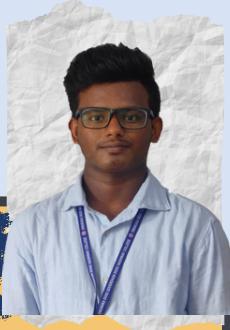


SAVITHA SRI PB
II ND YEAR 21E1603

Message to millions of youth

GOING WITH TREND...

**JEEVANANDAM R
III B.COM (HONS)**



As inspired from a political speaker Mr. Senthamilizhan Seeman,,,

We are in a world, moving towards a technology based society where we are spending the entire day in a sophisticated platform. No one wonders about the food that we eat .., the place that we are living in ., as the society is heading ,towards a fast pace of tech based economy.

Remember that , One day when we suffer without food , the colonial rule back into place tends to strike our mind with the terms farmer , soldier , military , agriculture..., Detecting the mistake and taking corrective action at that time will be costly as we tend to spend most of our lives as a cost incurred by the attitude that we express on them in the present.

Our young generation are the biggest source of strength of our future India , feed them with patriotic traits towards the nation that we are living , so that every youth tend to know their responsibility and concern to the development of nation.

At the deep insight of future prospects , every individual is needed to know much better about savings and appropriate spending's in their daily life which attributes to one's own happy living in this busy world.

We can overcome any situations of expected happiness , thoughtful madness and unexpected weakness in an experienced manner by improving ourselves everyday.

EDITORIAL BOARD



MR S SAIRAM
ASSISTANT PROF



DIVYA DHARSHINI M
III B.COM (HONS)
EDITOR IN CHIEF



LAKSHMIPATHY S
II B.COM (HONS)
MANAGING EDITOR



SARAVANAN SHA M
II B.COM (HONS)
SENIOR EDITOR



JEEVANANDAM R
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ASSOCIATE EDITOR



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