

STUDENTS NEWS LETTER

“E-VANIJYA”

**DEPARTMENT OF COMMERCE, M.S. RAMAIAH COLLEGE OF ARTS,
SCIENCE AND COMMERCE**

Issue No.4 April, 2016

For Private Circulation only

Message from the Editorial Board

It is pride for us to state that the Department of Commerce, MSRCASC is bringing out “e- VANIJYA” student news letter. It is one of the steps towards institutional social responsibility by reducing paper usage in the campus. It is heartening to note that this issue of ‘e-vanijya’ lives up to its expectations with large number of contributions from the students.

Yet again another batch of students has left the portals of this great institution to join the corporate world. There is a bunch of wishes to all of them & we are sure that they will do us, their parents & institution proud. The students of commerce have achieved excellence in academic and co-curricular activities and won prizes in various intercollegiate competitions

I immensely thank Management, Hon. CEO Sri S.M.Acharya, Principal Dr. A. Nagarathna and all staff members for their support. I thank all students who have contributed articles for this news letter.

Our commitment to share best practices & experiences to the readers of ‘E-vanijya’ continues.

We hope you will enjoy reading this edition.

Prof. B.S. JAYARAMA
HOD of commerce and Vice-Principal

Women Centric Banking

If one considers the rate at which women centric banking products are being launched, one can see the change in the perception of banks in dealing with their customers with different ideas, products and services to attract them.

Today banking players are increasingly competing with each another to introduce innovative products in order to address the diversified needs of women, hailing from all walks of life, be it the urban working woman, the homemaker, the semi-urban entrepreneur or rural self help group member.

Some women centric products offered by banks include:

- **Special life insurance plan: Such plans offer additional benefits for women that are not available in other plans available in the market.**
- **Special Health Insurance Plan**
- **Bank accounts with special benefits for women through Smart Privilege Account for women, such as lower minimum balance, facility of recurring deposits, etc.,**
- **Women Debit and Credit Card: some banks offers special cards with benefits such as discount on locker fees, cash back facility, accidental insurance cover, free bill pay facility, etc.,**
- **Loan schemes for women: Various banks offer special loan at lower interest rates (0.25% less) on home loans etc.,**

Given the choice, it might be preferable for women to choose a product tailored for women over some general product available in the market. Make sure that you are not being charged a higher fee or commission for choosing a product tailored for women.

**By Karanam kavitha
(Faculty of commerce)**

SWISS BANK

It is a large integrated financial services company located in Switzerland.

Any one with money can open an account in Swiss bank, There is no race, country differences in Swiss bank. You must be 18 years old then. Till now there are 101 country nationals have an account in Swiss bank. You must give your passport size photos (2 nos), identity proof and address proof to open an account in Swiss bank.

Why Swiss Bank?

Switzerland, a No War country. Since 1505 Switzerland never was in the war with any country. So there is political stability. Swiss using gold for money transactions, So Swiss Frank is a stable currency in the world. Net banking, EMI deposit modes, Customer service and most importantly Secrecy. Your account details never been shared with anyone unless you have a criminal backgrounds (but tax evaders are criminals) these are the factors that makes Swiss bank as it is.

What type of accounts provides the most secrecy?

If secrecy is the only reason for you to open an account in Switzerland, then go in for a 'numbered account'. All interaction with the account is through the account number. Very few people in the bank will know the name behind the numbered account. But such accounts are not easily provided. An individual wanting to possess a 'numbered account' has to be physically present while opening the account and personal details provided with an initial deposit of at least \$100,000. And cost about \$300 per year or more to maintain.

How to close an account?

You can close your account any time, But if the amount was big it will take one or two days for withdrawals. There are no charges for account closing

Are there any branches available in India or other countries?

No.. There are no branches for Swiss bank.

Accessing your money

- **Credit card:** Most Swiss banks will issue a credit card with your account that you can use to make purchases, as well as withdrawals at ATMs around the world.
- **Cash withdrawals:** If you're in Switzerland you can walk into your bank and make direct cash withdrawal, leaving no record of the access.
- **Travelers' checks:** Buying travelers' checks is one way of using the money from your Swiss account and maintaining your secrecy. They're easy to use and widely accepted, but you will have to pay a 1 percent commission on the amount of the check.

Though Swiss banks also operate as regular banks, it is the associated confidentiality that have made them popular. A stringent code of secrecy is not something new for Swiss banks. These banks have been holding on to their secrets for over 300 years. The Great Council of Geneva, in 1713, established regulations that required bankers to keep registers of their clients but prohibited them from sharing the information with anyone except the client unless the City Council agreed with the need to divulge such information. In fact, in Switzerland it is a criminal offence on the part of a banker to reveal client information.

This code of secrecy made Switzerland a safe haven for unaccounted-for funds. Earlier, no questions were asked on the source of money or other forms of wealth (gold, jewellery, paintings among others) that entered Switzerland. But with terrorism, corruption and tax evasion on the rise, Swiss authorities (with some serious nudging from various countries) have now started rejecting those accounts which they suspect have illegal roots.

DEEPA M.

(COMMERCE DEPARTMENT)

INDIA NEEDS TO ATTRACT FDI TO ACCELERATE GROWTH .

It's clear what India's next step should be to achieve growth make "Foreign Direct Investment "a top priority. Concern of loss of management control is of much less importance compared to sacrifice of economic growth.

Economic growth results from the mixture of all the three domestic investment from savings from productivity improvements and from foreign investments. FDI must be given top priority. FDI hasn't harmed other countries that have Attracted FDI including Japan, South Korea, Mexico and China for last 10 Years. Our Prime Minister Narendra Modi has increased the FDI up to 29% During October 2014 to December 2015 by initiating the "Make in India "Programme. He rightly knows what to do. The mindset has to change to allow only a minority investment for fear of losing domestic management control. Foreign Direct Investment must be attracted in huge amount to make India a Fully developed country.

Veena Patrick

4th SEM B.COM

WOMEM EMPOWERMENT

"I am no bird; and no net ensnares me: I am a free human being with an independent will." – Charlotte Bronte, Jane Eyre

Women Empowerment is a burning issue all over the world. Women empowerment and women equality with men is a universal issue. The concept of empowerment traces its history in the mid-17th century with the legalistic meaning to invest with authority. Thereafter it began to be used with an infinitive in a more general way meaning "to enable or permit."

India is a very famous country known for its cultural heritage, traditions, civilization, religion and geographical features from the ancient time. On the other hand, it is also popular as a male chauvinistic nation. People of India used to say this country as “Bharat-Mata” however never realized the true meaning of it. Bharat-Mata means a mother of every Indian whom we have to save and care always.

According to the provisions of the Constitution of India, it is a legal point to grant equality to women in the society in all spheres just like male. The Department of Women and Child Development functions well in this field for the proper development of the women and child in India. Women are given a top place in India from the ancient time however they were not given empowerment to participate in all areas. They need to be strong, aware and alert every moment for their growth and development. Empowering women is the main motto of the development department because an empowered mother with child makes the bright future of any nation.

There are many formulating strategies and initiating processes started by the government of India in order to bring women into the mainstream of development. Women constitute half population of the whole country’s population and need to be independent in every area for the holistic development of women and children. Thus, Women need to be empowered instead of treating as a helpless victim of male chauvinism.

By: Akanksha and Babli shreyanshi

2nd Sem Bcom, A section

STARTUP INDIA

Start up India, Stand up India

New business models or new ventures are storming Indian business market. Indian Government is making its best effort in making a favorable atmosphere for young entrepreneurs to set up their own ventures. Startup India is a campaign initiated by the ruling govt. to encourage banks to finance new entrepreneurs with young and new business ideas as they boost job creation. The 'Stand up India' initiative is also aimed at promoting entrepreneurship among SCs/STs, women communities.

Many of us who possess the potential of setting up startups are unaware of the key measure taken by the govt. towards uplifting entrepreneurship. Some of the key points highlighted by our Prime minister during the startup event held on Jan 16, are as following:-

- ✓ **Single Window Clearance even with the help of a mobile application**
- ✓ **10,000 crore fund of funds**
- ✓ **80% reduction in patent registration fee**
- ✓ **Modified and more friendly Bankruptcy Code to ensure 90-day exit window**
- ✓ **Freedom from mystifying inspections for 3 years**
- ✓ **Freedom from Capital Gain Tax for 3 years**
- ✓ **Freedom from tax in profits for 3 years**
- ✓ **Eliminating red tape**
- ✓ **Self-certification compliance**
- ✓ **Innovation hub under Atal Innovation Mission**
- ✓ **Starting with 5 lakh schools to target 10 lakh children for innovation programme**
- ✓ **New schemes to provide IPR protection to start-ups and new firms**

Bangalore hosts 28% of all start-ups in country; 13% of the founders are those who have no prior work experience. Bangalore is considered as the start up capital of India. Startup culture is booming in the city and we should be grateful to be in between it. 91springboard, a Delhi-based coworking space and accelerator, has tied up with the Government of Karnataka and the Karnataka Biotechnology and Information technology services (KBITS) to launch a startup hub spread across 27,000 square feet in Bangalore.

So we should not hold back from making our ideas come into reality and start making progress. And with the immense support from our government starting our own venture is within a few steps. As Prime Minister Narendra Modi said "the government wants youth to be job creators and not job seekers."

-Anwesh Sahu

2nd SEM Bcom

GLOBAL WARMING.

Through out its long history, Earth has warmed and cooled time and again climate has changed when the planet received more or less sunlight due to subtle shifts in its orbit, as the atmosphere or surface changed, or when the sun's energy varied but in past century, another force has started to influence

Earth's climate: humanity.

How does this warming compare to previous changes in earth's climate? How can we be certain that? Human –released green house gases are causing the warming? How much more will the earth warm? How will earth respond? Answering these questions is perhaps the most significant scientific challenge Of our time

WHAT IS GLOBAL WARMING?

Global warming is the unusually rapid increase in earth's average surface temperature over the past century primarily due to the green house gases released as people burn fossil fuels. The global average surface temperature rose 0.6 to 0.9 degree Celsius [1.1 to 1.6 F] between 1906 and 2005 the rate of

Temperature increases has nearly doubled in last 50 years. Temperature in last 50 years are certain to go up further.

EARTH'S NATURAL GREEN HOUSE EFFECT

Earth's temperature begins with the sun. Roughly 30% of incoming sunlight is reflected back into space by bright surfaces like clouds and ice of the remaining 70% most is absorbed by the land and ocean and the rest is absorbed by the atmosphere. The absorbed solar energy heats the planet.

THE ENHANCED GREEN HOUSE EFFECT

What has scientists concerned now is the our the past 250 years humans have been artificially raising the concentration of green house gases in the atmosphere at an ever increasing rate , mostly by burning fossil fuels but also from cutting down carbon absorbing forests. Since the industrial revolution began in about 1750 carbon – di- oxide levels have increased nearly 38% as of 2009 and methane level Increased 148%. The atmosphere today contains more green house gases molecules so more of the infrared energy emitted by the surface ends up being absorbed by the atmosphere hence we are making earth's atmosphere a more efficient green house.

NAGALAKSHMI

2nd sem BCOM

TEACHING STAFF OF THE DEPARTMENT

Head of the Department and Vice-Principal: Prof.Jayarama B.S M.Com, MBA, M.Phil.

- **Roopa H S** M.Com, MBA, M.Phil
- **Mrs.Karanam Kavitha** M.Com, MBA, PGDFM
- **Mr.Shekar K** M.Com, MBA, M.Phil
- **Mrs. Deepa M** M.Com
- **Mr. Shivaraj kumar** M.Com,MBA,MPHIL
- **Mrs.Triveni N** M.Com

DEPARTMENT ACTIVITIES

- **Bridge course was conducted from 2nd to 4th July 2015 for first year students to make understand the new CBCS system and new subjects of their study.**
- **Workshop on “Smarter way of solving questions to increase Quant Score” was organized by Career Launcher 15-7-2015**
- **Guest lecture on “Tally and its relevance in present business scenario” by Tally Academy on 22-7-2015**
- **Add on course was conducted to all students on “Tally “ practical sessions was also conducted from 3-8-2015 to 10-9-2015**
- **Career guidance and orientation programme on “Company Secretary ship” was organized on 12-8-2015**
- **Career orientation programme on “Aassociation of Chartered Certified Accountant “ was conducted in association with International Skill Development Corporation on 17-8-2015**
- **A short term Add on Course was organized for B.com students in Collaboration with ASCENT CAPITAL MARKET ACADEMY from 18th February 2016 to 26th February 2016, a short visit to SEBI was also arranged.**

- **A one day workshop was organized on 13-1-2016 by the Team Members of Competitive Success for coaching to IAS and KAS exams.**
- **A guest lecture on 'Endless opportunities in Accounting and Finance' by Mr.Suryaprakash from Accounting Minds Institute was organized on 16-1-2016.**
- **Inter class commerce activities from 25-1-2016 to 30-1-2016 was organized for the events such as collage, Business Plan, Business Quiz, Paper presentations, Debate and Entrepreneurs day.**

STUDENT ACHIEVEMENTS

SL.NO	NAME	PRIZE	CLASS	VENUE
1	CHETAN U	I PRIZE	VI SEM	Debate competition at Bapu Degree College on 30-1-2016
2	CHETAN U	WINNER PRIZE	VI SEM	Treasure Hunt competition at Bapu Degree College on 31-1-2016
3	CHETAN U	II PRIZE	VI SEM	War of Words competition at MLA College on 10-3-2016
4	CHETAN U	II PRIZE	VI SEM	Paper presentation on Skill Development at SJR college for Women on 10-3-2016 (Impact of Union budget 2016-17)
5	CHETAN U	I PRIZE	VI SEM	Best Manager competition at Govt R C College(Uttunga and

				Vaibhava)
6	CHETAN U	I PRIZE	VI SEM	Photography competition at Govt R C College (Uttunga & Vaibhava)
7	CHETAN U	I PRIZE	VI SEM	Business Quiz competition at Govt RC College (Uttunga and Vaibhava)
8	KESAR RAJU	II PRIZE	VI SEM	Paper presentation on Skill Development at SJR college for Women on 10-3-2016 (Impact of Union budget 2016-17)
9	KESAR RAJU	I PRIZE	VI SEM	Business Quiz competition at Govt RC College (Uttunga and Vaibhava)
10	KESAR RAJU	I PRIZE	VI SEM	Photography competition at Govt R C College (Uttunga & Vaibhava)
11	KESAR RAJU		VI SEM	Participated in seminar on Impact of Goods and Services Tax and Indian Economy at Sindhi college on 6-10-2015
12	CHETAN U		VI SEM	Participated in Nielsen Immersion Program from 7-12-2015 to 11-12-2015.

13	MERLA SHIVAKUMAR	II PRIZE	VI SEM	Paper presentation on Skill Development at SJR college for Women on 10-3-2016 (Impact of Union budget 2016-17)
14	CHETAN U , PRERANA G, NIKITA GARG, KESAR RAJU.	II PRIZE	B.Com	Transfor India at Adarsh Group of Institutions, held on 30 & 31st March, 2016
15	MAHESH KUMAR, SHETAN U, PRERANA, KESAR RAJU, NIKITA GARG & SHICK DENNIES	III PRIZE	BCOM	Product launch at Adarsh Group of Institutions, held on 30 & 31st March, 2016
16	CHETAN U AND TEAM OF 15 STUDENTS	III PRIZE	BCOM	Street play at Adarsh Group of Institutions, held on 30 & 31st March, 2016

RESULT HIGHLIGHTS

TOPPERS IN PASSED OUT BATCH:

- 1. Balaji K- I prize**
- 2. Uma Devi O.P- II prize**

TOPPERS IN PRESENT FINAL YEAR BATCH:

- 1. Jayanti.A – VI SEM –A- I prize**
- 2. Shimsha Rani – VI SEM-B- II prize**

CENTUM SCORER: Shimsha Rani 100/100 in Income Tax-I during November,2015 examination.

Sports/ NCC/NSS/YRC

1. SHIVARANJAN S MORAY B.Com 2nd SEM (Athletics)

***District (BUDAA) Bangalore Urban Athletic Association**

SILVER MEDAL – 3000 m

BRONZE- 1500 m

***(KAAA) Karnataka Armature Athletic Association Jr/Sr State Athletic Championship**

GOLD MEDAL- 2000 m Steeple Chase

*** South Zone Athletic championship, held at Kakinada, Andrapradesh.**

3000 m final 4th

***Bangalore University Inter Collegiate Competition**

GOLD MEDAL– Cross Country 12.5KM

GOLD MEDAL- Track and Field 5000 m

*** Represented Bangalore university in All India Inter University Cross Championship.**

2. PRAVEERA B.Com 2nd SEM (Cricket)

- * Undr 19 KSCA Zonals**
- * First Division Tumkur Zone League**
- * Fourth Division Bangalore Zone League**

3. AKSHAY. B.Com 6th SEM (Foot Ball)

*** Represented SGFI – State federation of India in Andaman and Nicobar Island.**

4. ACHAL JAIN B.Com 4th SEM (Cricket)

- * First Division Tumkur.**

5. SANJAYKUMAR N B.Com 4th SEM

- * Best athlete among boys**

6. JUO KAVYA PARAVASTU B.Com 6th SEM (NCC)

- * Best Cadet (Women)**

Dept. won Overall Championship trophy of 2015 -16 and second place in March past contingent in Annual Athletic meet 2015-16.

PHOTO GALLERY



ENTREPERNEUR DAY



SEMINAR



SEMINAR WORKSHOP





SEBI WORKSHOP



Commece Club Event Prize Distribution



PRIZE WINNERS AT INTERCOLLEGIATE COMMERCE COMPETITIONS



*******THANK YOU*******