



Seshadripuram Academy of Business Studies

(Affiliated to Bangalore University)

K S Town, Bangalore – 60



"VANIJYA" Commerce Forever

News Desk 2016-17

Commerce Forum

Mission : To enable students to take responsibility of creating a more egalitarian, democratic and civil society through their heightened academic, cultural, human sensitivities and Industrial Practices

Vision : To create an academic par excellence in the field of commerce and make a powerful and positive impact on academic and industrial practices.

Student co-ordinators :

Suhas Bhat , 3 year B.Com

Sahana, 3 year B.Com

Dhanashankar , 3 year B.Com

Supreeth , 2 year B.Com

Rohini S S, 2 year B.Com

Amulya, 1 year B.Com

Editors window

Vanijya will be the anonymity of department, highlights talents of our students in the field of Commerce. Scope of commerce includes the role played by trade and aids to trade, banks and insurance companies; transport and advertising agencies which have contributed to a large extent for widening the scope of commerce.

Seshadripuram Academy of Business Studies inaugurated commerce forum to nurture the practical aspects among the students on 01 Aug 2016 at seminar hall. The new logo of commerce forum was inaugurated along this 'Spectrum' in house journal was also released by the chief guest CA NitinMahadevappa. The new logo of commerce forum was inaugurated along this 'Spectrum' in house journal was also released by the chief guest CA NitinMahadevappa.

In this academic year 2016-2017, our forum conducted many activities to impart practical knowledge about current aspects in the field of commerce and business to the students. We have conducted many activities Think and speak, Collage making, Article writing competition, power point presentation competition and many guest lecture organised from various eminent speakers in that 'Life beyond Literacy' was one of the major innovatory guest lecture from our forum were Swami Nirbhayandaji Maharaj was the Key speaker and he mentioned various importance life.

In this regard I am happy to release the "VANIJYA" journal on behalf of myself, my colleagues. and students.

I convey my gratitude to our principal and all other for their support and encouragement. I look forward for your productive and constructive suggestions to bring out the best in future.

With warm regards

Sowmya D N
Co-Ordinator
Commerce Forum

A Report on One Day Industrial Visit on 22-3-2017

To impart the industrial knowledge to the students, SABS provide an opportunity to visit the industries like KSSIC and Mysore Sandal Oil factory on 22-3-2017. Around 65 students of II year B.COM and along with 3 Faculty members were visited the industries. Our students got information about these two industries how it works, importance of these industries and the impact of these industries towards development of Economy, employment and students came to know the importance about industries and institutional inference.



A Report On Commerce Forum Inauguration

Seshadripuram Academy Of Business Studies inaugurated commerce forum to nurture the practical aspects among the students on 01 Aug 2016 at seminar hall.

Program starts with invocation by VidwanHemanth S P and Hindhuja V B.com students. Then the dignitaries lighted the lamp and program began.

The new logo of commerce forum was inaugurated along this 'Spectrum' in house journal was also released by the chief guest, CA NitinMahadevappa. In this occasion 2 text books prescribed by the Bangalore university is released which is authored by Smt. Lakshmi S and Smt. Manjula V. Then, the co-ordinator of the commerce forum, Mrs. Sowmya.D.N introduced the activities of the forum along with the mission, vision and the goal of the forum. The chief guest, CA Nithin M addressed the students and spoke about communication, the importance of having a vision, mission and goal, consistency, leadership, E-Commerce, LPG and the new plans and programs like Make in India, Start-Up India, Swachh Bharat and so on. He also inspired the students to take up Chartered Accountant as a Profession. His speech was followed by the presidential address by principal, Prof. Jayaram. He addressed the audience and stressed the importance of Commerce, hard work and dedication.

The HOD of commerce department, Mrs. Manjula.V and other teaching staff was also present in the program. The program was concluded with the vote of thanks.

Report on National Conference

Seshadripuram Educational Trust every made a noble beginning in the year 1930 with an aim to empower every individual with knowledge. Seshadripuram Academy of Business studies is a wing of SET. SABS has completed its decennial year and gained the status popularity and trust worthiness in the vicinity.

SABS always stands by its motto “Dedicated To Excel”. In this regard our college took a lot of initiatives to impart and enhance knowledge.

On 18-2-2017 Seshadripuram Academy Of Business Studies organised 4th One day National conference on “2020: Students Motivation Towards a Bright Future”. The intension behind the topic is to elucidate new ideas suggestions and opinions from various people for economic, social and overall stability and for success of the concept.

The programme was started with invocation Prof. Jayaram, Principal SABS welcome the gathering. Sri. Mohan N conference organizing secretary introduced the guest. By lighting the lamp program got inaugurated by guest.

Dr M.S Rangaraju, Professor and Head PES University were the chief guest who addresses the gatherings. He mentioned the significance of “2020: Students Motivation towards a Bright Future” and how we can make success of the concept. He also mentioned that the business and technology is a blending aspect towards the growth. He covered the importance of Student and Teachers association towards a Bright Future.

Dr V Krishnamurthy, Registrar PES University was the chair person for panel discussion. He mentioned the significance of Ethics, values and Motivation. His deliberation is based on how should be self Reliant and be global leader.

Prof. L R Vidyanathan, Visista Awardee and former syndicate member and Dean for Education Bangalore University. He mentioned the importance of Sports and physical fitness in day to day life and this is the main aspect for motivation of students to build a bright future.

Sri N R Panditharadya president SET, Presides the event.

Dr Shilpa SKokatnur Asst. Professor IIPM Bangalore. She spoke about how students can do their time table for achievement of their goals and also suggest some measures for their career.

In the second session Delegates from various college were present the paper in different tracks like Sports, Commerce and Management and IT and library tracks. We are happy to inform that we got an ISBN number from MHRD.

Dr Jagadeesh Prakash Vice-Chancellor Bangalore University address the valediction session and mention that how educational institutions can make changes and improvements towards Bright Future. Dr Prakash M Director of studies was the guest of honour. He shared his Valuable views to the audience regarding value added programmes its importance and much more. Prof Jayaram Principal SABS, faculty members and students were witnessed the event.

An article on “Effects of Demonetization”

It was the evening of 8th November 2016, our beloved prime minister Narendra Modi gave a surprise news which created shockwaves throughout the country. “Dear brothers and sisters,, all the 1000 rupees and 5000 rupees currency notes which are being used presently, will not be considered a legal tender from midnight tonight. It means, these notes can no more be used for transactions. All the money of 1000 and 500 denominations in the hands of anti-nationalists and anti-socialists will only be considered as worthless papers” – these thundering words of our prime minister astonished everybody and created a huge milestone in the functioning of the economy.

Demonetization simply means cancelling the legal tender of the currency notes and making them no more eligible for transactions.

Why demonetization?

In order to bring out India from the grief of corruption and black marketing of money, there was a strong necessity for the government to take a step in order to control or atleast minimize this chaos all over the country. The total currency notes which were being circulated amounted around rs.95,00,00,00,000 and among this amount, rs.75,00,00,00,000 was high denomination notes (HDNs) i.e, notes of rs.1000 and rs.500. Among these notes, two-third of rs.1000 notes and one-third of rs.500 notes was stopped from circulating as it was resting safe in the icy hands of the corrupts, and this huge amount of money was a waste as there was no records of it even for obtaining tax. This created huge loss for our government and common people were the ones who suffered out of it. In this condition, Narendra Modi made a historical decision which was very

much apt and required for the prosperity of our country.

Demonetization for the prosperity of our country

This demonetization has resulted in various effects among all the people and economy of the country. Though this move of our prime minister was appreciated by a huge mass of people, few were unhappy about it as it caused bit of inconvenience. Modiji called this demonetization as “Inaamdaari ka Utsav”, “Praamanikataa ka parv”. Yes, indeed, this is the celebration of integrity and festival of honesty.

After demonetization, Modiji said that, ‘The poor and honest are sleeping peacefully, whereas the rich and corrupts are wandering around in search of sleeping pills’. Yes! This is the effect of demonetization! What better can the government do for the welfare and prosperity of our country? Our prime minister kept up his promise!

We all have to agree that this sudden decision gave rise to some chaos and slight inconvenience, but we can enjoy the fruits only when we confront problems with patience and determination. I would like to quote a small incident which can be related to the situation. During the world war, Winston Churchill made an announcement or request among his people not to buy eggs, as the eggs would be supplied to the soldiers participating in the war. The next day, he could see a huge crowd of people in front of the shops! Guess what? People were standing in queues just to return all the eggs they had bought! This is how we people have to learn to accept the wonderful decision of our leader and work with him for our country to prosper.

Earlier, prior to demonetization, all the black money which were accumulated were being used for the ‘purposes’, better would be “deadly purposes” i.e, all the money was used to funding purpose of all activities of terrorists, naxalites, anti-nationalists, and anti-socialists. Now, the very basement of these horrors has been collapsed and all these evils got reduced. Now, almost all the hidden money or money in disguise is slowly coming into light and our economy is becoming much more strong, as all the money can now be taxable.

Another important aspect or effect of demonetization is that it is strengthening the idea of ‘Digital India’. In this period, the cashless transactions have been increased in a higher rate. There are many more such effects of demonetization, though a few negative, most of them are effecting in a positive way.

When this single decision of our prime minister has created so much positivity all over the world, It would be very much necessary for us to join hands with him to make our country much more better !

- APOORVA.N
2nd year B.Com

Cashless India

Introduction :

India is a very large country which is developing its economy day by day or year by year. There are many countries trying to pull down the economy of India through many ways. Though India has its own advantages, it also has its own equal share of disadvantages. The main among them is poverty. The main reason for poverty is the increased in flow of black money and increased rate of corruption. To avoid the flow of black money or rather would to abolish the flow of black money; Our P.M Mr.Narendra Modi coined a term called cashless India or in other words Digital India.

Meaning :

In simple words cashless India means doing the monetary transactions through technology without using the tangible paper money. That is through E-banking and E-commerce.

The main motive of making India to go cashless is to drive all the money of the public into the banks so that the transactions have a transparency and also to monitor the systemized and fast transactions of money.

Cashless India : Initiative by P.M Narendra Modi

In many of the most aspired initiatives taken by our P.M Mr.Narendra Modi, the most famous initiative is the term Cashless India. It is the project of our P.M which aims at making our country technology driven. So that the residents of the nation can get all the information at the tip of their fingers. This project cashless India is supported by Digital India project. It is the hard effort of the department of economy and information technology that it is being possible to take the nation towards going cashless and use the technology to make their transactions. This project has cost around 1, 13,000 cores of rupees to enable the people to make use of the developing technology and make their payments through E-banking.

Visions on cashless India:

- To give accessibility of internet throughout India even to the remote villages of the country.
- To educate the villagers to make use of the technology and make their payments through E-Banking.
- To enable the civilians of the country to make use of cloud networks and mobile applications to go cashless and use the same for monetary transactions.
- To avoid the conspiracies between the government and the public and have a transparency in all the transactions.
- To enable all the civilians to get all the services offered by the government without any economic or social bias.
- To pool all the paper money into banks to monitor the transaction of the public and hence keeping an eye on the tax payments and other payment that are to be made to the government.
- To boost up the field of information technology and use their knowledge to develop the country technologically.
- To develop the economical condition of the country by encouraging the digital payments so that the money is not diverted elsewhere out.
- To ease the transactions through E-Banking with minimum information required which provides security for people's money in the banks.

Conclusion :

The first step taken by our P.M Mr.Narendra Modi to go cashless in India is the abolition of 500 and 1000 denomination notes. Initially to accept any changes it is very difficult. But if we see the long term benefits of any projects it is very much adoptable. Especially in our country where half of the population is fierce with the term E-Banking, it is very difficult task to educate them about the main merits of going cashless and use the technology instead to have easy and favorable transactions all over the country. It is our duty to abide by developing initiatives taken by our prime minister to enable the country to use digital means of transactions, so that even our country could stand in the race of being technology driven countries in all the fields of commerce as well as technology. Going cashless merely does not mean the abolish of paper notes, it also encourages people to transact their money more through the banking sectors, so that they get the security over their hard earned money.

Cashless India, to make it a Digital India is a very healthy thought to convert the tag of a developing country into a developed country, and also it plays a very major and important role in abolishing black money flow and corruption.

A Report on 'Life Beyond Literacy' Programme held on 24-3-2017



On 24-3-2017 at Seshadripuram Academy of Business Studies organised 'LIFE BEYOND LITERACY' a guest lecture organised by commerce forum to cater the life skills and more than literacy what one person should inculcate in his /her life. An inspirational talk delivered by Nirbhayanada Swamiji, President Sri Ramakrishna Ashram, Gadaga.

The programme was started by invocation from Apoorva of 4 sem B.Com and later Prof. Jayaram, Principal, SABS were welcome the gathering.

Swamiji mentioned only literacy is enough to lead a valuable life but also life skills are required to lead a life. In his speech he mentioned about self-confidence which will energise the individual potentiality. Swamiji also mentioned how one can believe in strong national building and he also mentioned the duties and responsibilities of a teacher, a student and also a every citizen. He had given so many tips for students how to focus on their own career. He also spoke about Indian values, Patriotism and more valuable aspects.

At the end, students were also interacted with Swamiji.

Sowmya D N
(Co-ordinator)

Questions : **Work to your Mind**

1. Save money, live better
2. Something special in the air
3. My life, my card.
4. Tomorrow starts here.
5. One brand ,one promise
6. The most magical place on earth
7. A better everyday life at home
8. Own the sky
9. Committed to better energy
10. Fluent in finance; it's our business to know your business

ANSWERS

1. Walmart
2. American airline
3. Hp
4. Cisco
5. Blackberry mobiles
6. Walt Disney
7. Shell
8. Target
9. IKEA
10. Airbus

SuhasBhat
6th sem B.com B

Result Sheet Events held in the academic year 2016-17

Event Name : **Think and Speak**

- 1st Prize **Soundarya & Monisha**, I sem B. Com 'A'
2nd Prize **Bhuvana & Thanushree**, 3 sem B.Com 'B'
3rd Prize **Hindhuja & Deekhitha**, 6 sem B.com 'B'

Event Name : **Collage**

- 1st Prize **Mallika & Crystal**, I sem B.Com 'C'
2nd Prize **Selvam & Deepu**, I sem B.Com 'B'
3rd Prize **Anusha & Ranjitha**, III sem B.Com 'B'

Event Name : **Article Writing**

- 1st Prize **Rohini S**, IVsem B.Com 'B'
2nd Prize **Rakesh S.A**, IV sem B.com 'C'
Apoorva N, IV sem B.com 'B'
3rd Prize **Akshatha**, IVsem B. com 'B'
Shashank N, IV Sem B. Com 'A'
Bhuvana, IV Sem B.Com 'A'

Event Name : **PPT Competition**

- 1st Prize **Nikhil & Muniraj**, VI Sem B.com 'C'
2nd Prize **Apoorva & Akshatha**, IV Sem B.com 'B'
3rd Prize **Monisha N**, IIsem B. Com 'A'

Congratulations to all

Commerce forum Co-ordinator

Demonetization

Demonetization is a process of stripping of legal currency from its state.

This action was taken by our Prime Minister Narendra Modi on 8th November 2016 at 8:00pm. Which was announced live in all channels that all the rs.500 and rs.1000 notes of Gandhi series are being banned from 8 November 2016 midnight and who possess those notes would be exchanged with the new Gandhi series notes of rs.500 and rs.2000 till December 30th?

Modi did not take this decision suddenly there was a background work for this decision. Modi bought up "Digital India" at preliminary stage where he asked everyone to do their transaction through online. Later he acknowledged the black money owners to declare their amount of black money, where the government would cut off 45 percent as tax and pay back the remaining amount to them by converting it into white money. But unfortunately no one declared their amount black money. So it was the necessary step which he had to step in to this decision to trap those black cats.

We faced many consequences by the demonetization. On regard to this our society was the victim of both positive and negative effects.

This step has laid the successful foundation for our India to move it towards the development phase. It has been proved by some of the incidents those were:

Over the black money: This black money was considered as a cancer which affected the foundation of our economy. According to the survey done there was around approximately 36 thousand cores of black money in India and hence by this surgical strike the black money must be either deposited to bank or must be destroyed this were the two ways left with them.

Over fake currency: This project diluted it completely that is., according to ISI it has been said that there was about rs.400 crores of black money in the market and rs.70 lakhs of black money is being injected every year in our country. But by this step where the new notes have technological benefit called "Modi ki note". It is impossible to make fake currencies.

Bank lending rates: Even the bank lending rates have been declined due to this effect because as the huge deposits flowed towards bank it reduces the cost of fund. Hence the lending rate has decreased by 125bps. Ex: housing loan lending rates earlier was about 13% but now it has been reduced to 3%.

Finance: By this demonetization the government has gained finance through the tax. It's because as the black money which is kept in individual houses remained unaccounted and non-taxable. But after this step the amounts were being deposited in banks where the government received 5.12 trillion amounts as tax.

Hawala transaction: This transaction was considered as black shadow for our economy. But now it is completely unrest by this step. This was the transaction which helped in terror financing but now it has been eliminated from the society.

Over real state: It was considered that real state is the channel where the black money transacts more and more. Because of demonetization the black money held by the agents and this business was completely collapsed as there were no buyers and even no time to transact and convert their black money.

Over kashmir unrest: Before this action was put up into the existence we all noticed the kashmir terrorist attacks were being emerging like floods. The week before this step even there was a successful surgical strike by our India. After this implementation the four months turbulance was completely stopped as the terrorist didn't gain money for their attacks, arms and ammunition. Now the kashmir is completely rested in peace for the day of note ban. This illustration shows that this great step has washed the terrorism to the maximum extent.

Over Naxalities: Even naxalities are the worst victim of this strike because their complete oxygen was black money when this notes were banned they faced even problems to arrange the money for food as 86% of economical monetary fund was through rs.500 and rs.1000 notes in our economy.

It has even helped to lead the GDP rate by 0.5% to 1.5% as huge amount of money flowed towards the bank.

These were the some of the points which executes the positive effects of demonetization.

Yes where there is an advantage there is always a slot for disadvantage that is negative consequences same alike two faces of coin.

We read in many newspapers and witnessed with our own eyes by television and queues in the banks.

Many people were not able to fetch the money needs for their activities, due to shortage of fund. But this shortage raised due to corrupted activities taken up by the bank managers but not by the supply of money. If the state government would had also given the best support the scarcity of funds would have been resolved as earlier as possible.

Many people lost their life by standing in large queues were the major issue which emerged in all the media. It was not at all the fault of the project it was because of the condition of affected person and his own health.

Even we accept that the transportation halts that are about 8lakhs truck drivers and 4lakhs auto drivers faced problems; even our BSE or SENSEX got crashed and declined by 1689points and NIFTY by 540points. Our India based on farmers as the backbone even they faced problems to buy seeds, fertilizers and pesticides as they were not aware about or expert in online transactions. Even our small scale business were crashed by 30-40% and Industrial sectors output decreased by 47% all these may be have impacted badly on our economy. The loss which occurred by this crashed sectors are being recovered by those black money. When it comes to the ratio between black money and loss of demonetization the ratio of black money dominates. Hence it was very necessary to take up this firm decision.

For any good thing to happen or to touch the peak of the success it is necessary that and it is quite common we come across some hurdles. We have to gain the power which is immersed in every citizen and work and support this demonetization definitely our country will be the supreme among the world.

Instead of considering the black shadow of the issue let's celebrate the beautiful sun light which is leading us towards the way of developed country. This was not a action taken without plan, it was an action taken without giving time to black cats. All the politicians use to spoil the sleep of poor people but he is the first person to spoil the sleep of rich people. Let's lead us towards his action and withstand the cons for some days and enjoy the benefits later.

Rohini. S

4TH Sem B.Com

“A STUDY ON EFFECTIVENESS OF SKILL INDIA”

CREATING AWARENESS AMONG THE ASPIRANTS OF ENTREPRENEURSHIP

ABSTRACT

Skills are important for every one's life for carrying the life in better way and also to have good interaction with society. Skill is the ability to carry out a task with pre-determined results. Skills are not only important for personal development but also it is important for economic development of country and also for entrepreneurship.

On 16th July 2015, Government of India launched programme called skill India with an aim to train over 40 crores youth in India and to make the India as one of the economic hub. As per the planning commission report only 10% of Indian work force gets formal training and against the actual industrial requirement of 22 million work forces. Only 4.3 million workers are being trained. To overcome this Government of India introduced various skill development initiatives. This article attempts to analyse whether skill India programme is the better way to encourage budding entrepreneurship in India.

Key words: Economic Hub, Formal Training and Development, Initiatives, Budding Entrepreneurship.

RAKESH.S.A, II year B.COM

Glimpse of Commerce forum activities

