

COMMERCE ECHOES

We are the fruits of Bon Secours tree and the leaves of Commerce branch



NEWSLETTER - 2016-2017

Issue -3

Volume -3

Bon Secours College For Women

Nationally Accredited With 'A' Grade by NAAC

Affiliated To Bharathiar University, Tiruchirappalli

UGC Recognised 2D and 12B Institution

Vive Regnum, Thiruvai -610006

Commerce Echoes 2016-17

Chief Editor

Dr. Sr. D. Victoria

Editor

Prof. A. N. Christy

Sub Editor

Prof. N. Vimala Rohini

Prof. P. Amalorpavamary

Editorial Board

Prof. U. Priya

Prof. K. Nithya Devi

Prof. S. Meenakshi

Prof. B. Asha

Prof. K. Punitha Devi

Prof. S. Karthika

Prof. B. Sudha

Prof. S. Maheswari

Prof. K. Kalaiselvi

Dr. K. Mala

Prof. S. Divya

INSIDE

- * EDITOR SPEAK
- * RIDING IN THE PATH OF SUCCESS
- * DEPARTMENTAL ACTIVITIES
- * DEPARTMENT CULTURAL ACTIVITIES
- * MILESTONES OF OUR DEPARTMENT
- * FACULTY CORNER
- * STUDENTS ACHIEVEMENT
- * FACULTIES ECHOES

Editor Speaks

"THE STARTING POINT OF ALL SUCCESS IS DESIRE"

Commerce Echo's is back! It is heartening to write a message for the eighth issue of the newsletter from the Department of Commerce. The present issue of the newsletter will take you down in the memory lane and mirrors the department vision and mission. It also highlights events, activities and academic progress and achievements.



Globalization is bringing competitiveness in every domain. Commerce graduates have to fit into the requirements of the companies that recruit across the globe. The department is leading the way to meet the challenges of future by equipping students with the skill sets that is required in the industry.

I would like to acknowledge the hard work and enterprise of commerce faculties who always contribute to the growth of the department. I take this opportunity to thank all the faculties and the students who have submitted their contribution to this issue. I do hope that the newsletter encourages many more students to use as a platform to express their creativity.

The students are our future and I believe that with students from commerce department the future does look bright.

Happy Reading!

Prof.A.N.Christy
Vice-Principal and Head of the Department

RIDING IN THE PATH OF SUCCESS

Department of Commerce established in 2002, with an aim to educate the young girls about the world of Commerce. We started this course to inculcate the skills and talents of the students to compete the global competition in the business world.

Our department is walking towards the path of success from its establishment. To enhance information on this area to the youngsters, Post Graduate Degree was started in 2005.

Today's world is technically advent one. Students who have literacy in computers could tackle this world of technologies. To target on this facet, our department was rejuvenated by starting a new course on B.Com CA in 2011.

Research is an important task in the field of academics. It helps to find out the various areas of the study in depth, to arrive proper conclusions for the welfare of the society. Thus to take part in the field of research, our department took a leap by beginning M.Phil in 2011.

Our department started M.Com (CA) in 2016 to provide hi-fi knowledge of commerce and computers. We are proud to state here that our department's achievements are enhanced by starting Ph.D in 2016 to give full fledge efforts in research aspects on commerce. This is the successful path of PG & Research department commerce since 2002 -- Till Now.

We, the faculties of the department with the energetic and enthusiastic students combined together continuously strive hard to decorate our department by garlands of success through up gradation in commerce areas and research aspects in this field.

"We rode, We ride and We will ride"

Our path to ignite knowledge to the upcoming youngsters and our travel towards it is endless

DEPARTMENTAL ACTIVITIES

ORIENTATION - 2.7.2016 to 4.7.2016.



Three days orientation programme to the fresher's to experience a congenial climate by games and to settle into the college environment.

ELECTRONIC POLLING SYSTEM - 11.07.2016



Our department introduced Electronic Polling system for the selection of Busy Bee association office bearers which was constructed by B.Asha, Assistant Professor of Commerce.

BUSY BEE ASSOCIATION INSTALLATION - 15.07.2016



The elected Busy Bee Association Office Bearers were honoured with badges.

STATE LEVEL WORKSHOP - 19.07.2016



A State level workshop on 'Industry readiness' on three sessions handled by Dr.S.Michael Raj, Deputy General Manager (HR) BHEL, Thirumayam, Dr.V.Chandrasekaran Industrial Law and Labour Law practitioner and Mr.S.Udhayabalan which assisted about 574 students to gain knowledge about the criteria of the industries for the employment opportunities.

NOVENA - 04.08.2016



The first day of Novena was begun by the PG& Research Department of Commerce and conveyed the value of charity with the grandeur car procession.

NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAMME (FDP) 06.08.2016



Our department organised a national level faculty development programme on 'Enriching learning - Exploring new dimensions' in two technical sessions lead by Dr.R.Prabhu, Government Arts College, Coimbatore and Prof.T.Joseph Pandian Bon Secours College, Thanjavur for 167 faculties from various institutions to enrich their career.

INTERNATIONAL SYMPOSIUM - 08.08.2016



An International Symposium organised on 'Co operative Business and Entrepreneurship Development' with the aim to bring perspectives in the successful areas of cooperative business to the 400 participants which was lead by Dr.S.Nakkiran, Ambo University, Ethiopia, Dr.S.Sivakumar, Hawassa University, Ethiopia and Dr.B.Nimalathasan University of Jaffna, Srilanka.

GUEST LECTURE - 7.2.2017 & 10.02.2017



A guest lecture on 'Impact of Demonetisation' was organised; Mr.Vishakan Chartered Accountant emphasised on the issue.

A guest lecture on 'Stock Market' was delivered by Dr. Bhuvaneshwaran, Assistant Professor, Rajah Serfoji Govt Arts College, Thanajvur.

INTERNATIONAL CONFERENCE - 17-02-2017



Our department organised an International Conference on Business and Management Research and released a peer review Journal with 3.22 impact factor. It was honoured by the esteemed chief guests: Dr.S.Senthil Kumar East Africa, Dr.M.Senthil Kumar Marine Radio Officer, ONGC Mumbai and Dr. Govindarajalu Bharathiar University, Coimbatore.

EDUCATIONAL TOUR - 29.01.2017 to 02.02.2017



Our students went on an educational tour to Kerala and experienced a memorable, enjoyable, refreshing, energetic and informative trip.

DEPARTMENT CULTURAL ACTIVITIES BON FEST



Cultural Procession on 'Celebrating Diversity' marked a momentous beginning for BONFEST 2016. We were honoured with a prize for the splendid performance.

COMEFEST-18.08.2016



We are very proud to state here that in Comfest 2016, our department introduced sports for the inter year competition. Inter collegiate cultural convergence took place, 147 students from 6 colleges participated.

CHRISTMAS CELEBRATION - 23-12-2016



The gala of Christmas was fulfilled with the jumbo entry of Santa Claus.

PONGAL CELEBRATION - 12.01.2017



Pongal was celebrated in traditional way by our department.

EXTENSION ACTIVITY- 17.12.2016



Awareness on E – Transactions had given to the people of Kollangarai as extension activity.

PRISON MINISTRY - 18.12.2016



Our department faculties and students went to the sub jail for



II. BCCIM students of our department revealed their excellences in exhibition.

ACHIEVEMENTS OF OUR DEPARTMENT

B.COM (CA)

Ph.D - COMMERCE



FACULTY CORNER

I. BEST PAPER AWARD

Our faculty Mr. K. Raghava Devi presented a paper on 'A Study On Human Resource Management Practices of ONGC Employees' with special reference to Enayyur Area of Karaikal' and won the best paper award at Modi Institute of management and Technology, Karaikal.



II. FACULTY DEVELOPMENT PROGRAMME



- Our faculties Ms. Mageshkani, Mrs U. Priya attended the faculty development programmes in Chennai and Trichy respectively.
- Dr. K. Mala, Mrs K. Kalaiselvi, Mrs. N. Vimala, Rohini and Mrs. S. Divya attended the faculty development programme in Thanjavur.

III. PAPER PRESENTATION

Mrs. A. N. Christy, Mrs U. Priya, Mrs K. Nithya Devi, Ms S. Maheswari and Mrs K. Kalaiselvi presented papers on various titles in the International Conference on "Functional Innovations in Economics & Management" at Anna Velankani College, Thanjavur.

IV. FACULTY PUBLISHED IN RENOWNED JOURNALS

Our department faculties showed their immense research knowledge in different areas of commerce & computers and published articles in 19 renowned journals with impact factors.

REF ARTICLES IN JOURNALS

S.No	Date	Name of the staff	Title	Name of the Journal
1	09.12.16	Ms.H.Asha	Impact of Augmented Reality for Social Networking	International research Journal of Multidisciplinary Science & Technology (IJMRST) ISSN: 2455-930X
2	01.01.17	Dr.K.Mala	An Impact of Technology to Banking sector in India	UITSBM ISSN: 2310-6911
3	22.01.17	Ms.K.Punitha Devi	A Study On Human Resource Management Practices of ONGC Employees' with special reference to Cauvery Asset at Karaikal	Innovative Research in Science, Technology, Management and Environment, Moch Institute of management and Technology, Dadabari, Kota, Rajasthan

STUDENT'S ACHIEVEMENT



OVER all championship bagged by our department Students

RANK HOLDER



1ST RANK
ANNA LAKSHMI.S
B.COM



13 TH RANK
ELAKKIA. E
B.COM CA



16 TH RANK
SATHIYA PRIYA.S
M.COM

FACULTIES ECHOES

WAVES OF DEMONETISATION

It was indeed a normal day till 8 p.m. on 8 November 2016. After the announcement of demonetization of Rs. 500 and Rs. 1000, it was a day of surprise or shock to the people according to their situations. Many people suffered due to this action and some economists welcomed this stringent action. The waves of demonetization gave more impact on various aspects in our country especially in cashless transactions.

One of the important effects may be the development of the ATM industry. According to the recent status of the ATM centre in 2016-2017 about 15000 ATM were issued a request for proposal. There is much advancement in ATM machines like cash deposits, Cheque Deposit, Funds Transfer, Credit Card Payment, Utility Bill Payment, Cheque Book Request, Insurance Premium Payment, Mobile, DTH, its recharges and top ups, statement of account etc.

Aadhaar cardholders could enable their card as a debit card for the transactions. They have to enter their Aadhaar ID number and go through a fingerprint or the iris scanner verification for electronic transaction.

The future of the ATM industry is governed by the emerging trend of white-label ATMs, after obtaining RBI's approval that is owned and operated by non-banking entities incorporated under Companies Act 1956, especially in semi-urban and rural areas. About 3200 ATMs are operated by white label operators like Tata's Indi cash and Muthoot Finance in Tamilnadu.

Nowadays, many people are using android mobile phones. Another important aspect in demonetization is growth of the mobile wallet market in India. It has been greatly benefited by demonetisation and its share in the total mobile payment volume transactions is likely to rise from 20 per cent in FY16 to 57 per cent by FY22," says Hindustan Times report. Paytm played a major role in the mobile wallet market in India. Its app downloads grew 200%, and there was a 250% rise in overall transactions and transaction value.

The Android mobile app was launched to enable cashless transactions for Aadhaar cardholders. BHIM, a wallet named after Dr. Bhim Rao Ambedkar is an Aadhaar-based mobile wallet to make digital payments directly from their bank accounts. It would allow cell phones with external or in-built retina and fingerprint scanners to allow the transactions. Cell-phone manufacturers would be asked to see if mobiles made in India can have in-built iris and the thumb identification system.

Though there were many effects in cashless transactions due to demonetization most of the people were relying upon the cash on delivery procedure. They were getting satisfactions when they buy or sell the products or services for hot cash. It is also to be noted that many of our people did not have awareness about these types of cashless transactions. Another important thing is service charges by the banks or service providers. Thus, it makes us to avoid these mechanisms.

However the waves of demonetization did not be able to provide cashless transaction society like Sweden, but to some extent we could use cashless mechanisms with cash transactions for our day to day activities till the demand for cash exist.

By,

N. VIMALA ROHINI

VALUES OF A SMILE

A smile costs nothing but gives much. It enriches those who receive without making poor those who give.

It takes but a moment, but the value of it sometimes lasts forever.

None is so rich or mighty that he can get along without it,

And none is so poor that he cannot made rich by it.

A smile creates happiness in the home, fosters goodwill in business.

And is the countersign of friendship.

It brings rest to the weary, cheer to the discouraged.

Sunshine to the sad and it is nature's best antidote for trouble

Yet it cannot be bought, begged, borrower or stolen.

For it is something that is no value to anyone until it is given away.

Some people are too tired to given you a smile.

Give them one of yours, as none needs a smile so much as he has no more to give

K.NITHYADEVI

TEACHING PROFESSION

Teachers are our nation builders – the strength of every profession is our country grows on the knowledge and skills that teachers help to build in our children.

We are in the midst of a new era – one with more engaging lessons and creativity and innovation, which is bringing us back into the classrooms. For adults willing to stick with it, there simply could not be a better time to be a teacher.

The state of teaching is stronger because teachers everywhere are leading from their classrooms and taking on new roles to improve education for students. And we all know, when teaching is stronger, students benefit with increased engagement and achievement.

I'm also confident about the future of the teaching profession because, in so many places, education is being put back into the hands of teachers. I know that this work will take time, but it will get easier as teachers lead the change and as school leaders and others provide teachers with the time and training to equip educators as agents of change.

It takes heart, commitment and passion. But for all the very real challenges, I am so optimistic about where we are going. Why? Because of the teachers who are entering the field and who are in the field now who will lead the way. They will shape the state of this profession—and the future prospects of our students.

Teaching has never been easy, and it never will be.

U.Priya

LIFE IS BEAUTIFUL

Life is beautiful, but not always. It has lots of problems we have to face every day. Don't worry! All these problems make us strong, it gives us courage to stand alone in future. Life is full of moments of joy, pleasure, success and comfort punctuated by misery, defeat, failures and problems. There is no human being on Earth, strong, powerful, wise or rich, who has not experienced, struggle, suffering or failure. We have to work hard to reach to the highest position. Life is full of paths, we just have to choose the right one. Life is interesting and amazing like the stars up in the skies.

With no doubt, Life is beautiful and full of celebrations. However we should always be ready to face adversity and challenges. There are difficult situations in life as well. Be careful!! You might get hurt too hard. Life is sometimes too selfish to think about yourself. Then life is too hard to handle. Falling in love! People tend to fall in love nowadays but I personally think the right time has to come... we might also get hurt in Love. we might be broken-hearted as the people say.

Life is the place where people treat everyone differently, racism exists as well as bullying. People tend to say bad stuff behind people's back. There are millions of people using horrible words to call people. People use people every day. Life is not that easy in my view. Sometimes, all we want to do is sit alone and question yourself with hundred of questions there will be some exciting answer to lead a happy life.

Life is full of Happiness, so love it & Live it....

By

S.Meenakshi

LIFE OF A FARMER

The farmer is one of the most useful people of since the beginning of civilization. We all depend upon agriculture to meet our requirement of food. We get our food because the farmer grows crops and carries the agricultural activities. Though, they feed the entire humanity, their life conditions are far from satisfactory.

The life of a farmer is very tough. He works very hard day and night in all seasons. But inadequate rainfall and long-spell of scarcity of water may result into drought situation. Thus agriculture may get negative affected and there may be acute shortage of food leading to famines. The farmer earns money by selling his crops. He remains happy if the crops are good. But, if the crops fail, then his life becomes miserable.

A farmer suffers even if there is abnormal increase in production homogeneously at all places. In such cases, the selling price of the crops goes down and the excess crops get wasted. Most of the farmers of our country are illiterate. They can't read or write. Since they are not educated, they are unaware of their legitimate rights. They are often cheated by money-lenders. They have little education and awareness about the benefits of maintaining a good hygienic environment.

There are only a few rich people who own all the land. They belong to the class of haves. They do not cultivate their land with their own hands. They live on the sweat and blood of others. They get from the poor cultivators enough to lead a decent life. In fact, they seem to belong to a different race of men altogether. They are not real farmers. They are mere land-owners. Most of the farmers are simple, hard-working, sincere and honest people. They always remain at the mercy of nature and God. The Government has introduced several schemes for the benefit of the farmers. Let's hope that these benefits will actually reach the farmers.

How sad! Our feeders die for want of food!

S.KARTHIKA

INVENTIONS MAKE LIFE EASIER

Invention is like a relay race. From the beginning men keep on practicing it. Early man knew to handle fire, then start to agriculture and invent wheel like vice inventions have huge history from the past. There were the result of incredible advances in engineering and innovation as new powerful civilizations emerged and came to dominate the ancient world. These advances stimulated societies to adopt new ways of understanding their world.

Invention made through different thinking. Sir Isacc Newton – The discoverer of Gravity who saw a falling apple and find out the force of nature during the 17th century. But it was believed from the 4th century BC, the Greek philosopher Aristotle believed that there is no effect or motion without a cause. Then Galileo found that, counter to Aristotle's teaching, all objects accelerated equally when falling in 17th century.

New inventions facilitate a new method of doing things. It played a big role in making life easier. It made a tremendous change in the world. In olden days had many inventions and a lot had a big impact on society? The electric light bulb invented by Thomas Alva Edison (The greatest inventor) in 1879, the Telephone by Alexander Gram Bell in 1876, Television by John Paired and the Airplane by the Wilbur and Orville Wright in 1903, made a tremendous change in day to day life. The luxurious things were became a necessary one.

Necessity is the mother of invention. Man creates many things from Abacus to the phone based on the needs and desire. Like our former presidents words, dream to become a great inventor and strive hard to achieve and create new things.

K. KALAI SELVI

BLACK MONEY & ITS POWER ON INDIAN ECONOMY

The money that is earned and hoarded by dishonest and unfair means and kept in secret is called black money. It becomes black because no taxes are paid on it and earned by dishonest and unfair means. Money turned to be black if taxes due thereon are evaded and as a result it created a parallel economy. Continuing generation and accumulation of black money poses a grave threat to our economy and is likely to threaten the very security and survival of the country. It originates with the combination of money and power. With black money any one can be bought or bribed, essential commodities can be created and hoarded, healthy competition can be driven out and honest men and public servants can be blackmailed.

One of the sources of black money generation in developing countries like India is through commission or kick backs obtained for arranging government deals and purchase. In recent years black money generation has been growing at a very fast rate in our country. The National Institute of Public Policy has roughly estimated the amount of black money in our economy at around Rs 37,000 Crores. This is a little over one-fifth of the gross domestic product (GDP). Some measure may be suggested for curbing the generation and spread of parallel economy of black money.

- Leaders and persons in position should file a return of their assets and incomes which should be subjected to scrutiny by a special agency created for this purpose.
- Lowering of tax rates so that tax evasion becomes unnecessary. Tendency to evade tax creeps in when tax rates are high.
- Controls, licenses, and permits should be reduced to minimum. If necessary, they should be made available without under the table payments.
- As recommended by Wanchoo committee, agriculture income should also be subjected to income tax as other incomes.
- Government should subsidize election expenditure of political parties as is done in West Germany.
- Deterrent punishment must be given to those who are found guilty of profiteering, black-marketing and smuggling.

The menace of parallel black money has grown to alarming proportions and is eating away the vital of our national economy. Unless it is ruthlessly combated and cut to size, it is likely to upset the whole economy planning.

B.SUDHA

HUMANITY

Humanity is not about maintaining a gracious relationship between one another in the society. But it is about building a bond amongst the society with the help of Sustainable values. Humanity is not about showing passion and empathy to each other at times of crisis but about regarding love and high esteem and kindness in all works of life.

Human kind has come a long way in learning the way of building relation and creation civilization in order to inhabit this world with livelihood full of love and harmony. Every human has a part in doing this great task of taking ahead the human race to a dignified and noble place on this planet. And this is where we all have to be proud of our self and pass this message on to the future generations.

IN YOUNG INDIA 1924 Gandhiji wrote "I want to identify myself with everything that lives"

Today's world, when we look at it in a social point of view, is full of greed, corruption, distress and distrust. Becoming more civilized and learning about the intricacies of human race and development. We humans are mired by the new wave of modernization and outcomes transformation due to Technology innovations and cultural incursions. As a result, we are preoccupied with our television, mobile phones, computers, etc. Spending less time with the fellow humans. Our direct interactions with our children, neighbours, and friends are taken away by this massive modern hi-tech living style. We do realise many times a day the importance of humanity, love and kindness to other living beings but could not divulge them directly upon any one.

DR.K.MALA

HOW TO DEAL WITH ATM CARD FRAUDS

Major banks, such as recently sent out SMSs asking some customers to change the personal identification number (PIN) of their debit cards immediately. An SMS from a private bank to one such customer read, "With the spike in fraudulent transactions at ATMs in banks, your debit card ending XXXX could have been compromised. To protect your account, we advise you to change your PIN immediately. You can change your PIN via Net Banking, Mobile Banking or at an ATM."

Fraudulent transactions

Instances like these put the focus back on security of ATM cards and their usage. Types of frauds include skimming, cloning and data theft.

Skimming and cloning: Bankers and security experts state that this is the most widely known form of fraud at ATMs. A card reader can extract all the information from the magnetic strip present on cards, the hacker will then transfer this information on to a duplicate card. Once you enter the PIN, the machine will not show any response, making a user think that the system is malfunctioning. However, the fake keypad would have copied the PIN you had entered.

Data theft: This is a common way of frauds in ATM installation areas such as malls and shopping complexes where a person standing behind could try to distract you after you enter the PIN.

What can be done to prevent such frauds

The first step to protect you from any frauds is precautions. Opt to upgrade your card to a chip-based one, as it has added layers of safety. Experts also recommend changing your PIN every 6 months. While using your card at ATMs or PoS terminals, enter your PIN carefully. You can also limit the daily withdrawal amount on the debit card by informing your bank. If you feel that you may be a victim of such frauds, contact your bank immediately.

N.JEGATHEESWARI

BETTER VERSION OF YOURSELF

This is a world of fast and competitions. There is no time to remember each and every person we met. We ourselves can be head down when we do not recognized by the persons we met. Because we behave like an ordinary person and cannot be able to reveal our identification through our activities. It is also to be noted here that we are ignorant upon our unique traits too.

Everyone is born unique. We all possess certain traits that set us apart from the rest. These traits define who we are and how we respond to situations. But we don't consider about those traits and undervalue ourselves. The fact however remains that we are all unique in our own ways and only need to ignite that dormant passion and give a boost to our **persona**. This is where personality development comes in.

Personality development is often confused with enhancing our dressing sense or just gaining proficiency over English language. **But, it is the process of developing** a set of characteristics and traits which contribute to the overall **personality** of a person. It is the act of celebrating our uniqueness without hesitations and boundaries, but only with more enthusiasm and liveliness.

With the help of identifying our individuality and developing those traits, it is sure that it renders fruitful benefits like stress free and healthier life, better decision making ability, enhanced confidence level and more pleasing personality. But to improve those traits are difficult to us in this fast changing world. Because it consumes more time, energy, exercise and patience to get proper return.

Some of the slogans are below to practice from now onwards to allow the charming aspects of our personality to shine.

- Be a positive person
- Learn the body language
- Handle your emotions with care
- Communicate effectively
- Accept Yourself
- Concentrate your mind
- Listen the content of speech by others
- Talk less work more
- Be more passionate
- Be a lion in the face of danger
- Possess the quality of patience

S.DIVYA

HAPPINESS

Always remember to forget
The things that made you sad
But never forget to remember
The things that made you glad.

Always remember to forget
The friends that proved untrue
But never forget to remember
Those stuck with you.

Always remember to forget
The troubles that have passed away
But never forget to remember
The blessings that come each day.

P.A MALORPAVAMARY



OUR DEPARTMENT EVENTS IN THE PRESS REPORT



A newspaper clipping with text in Malayalam, likely a press report related to the department's activities. The text is arranged in multiple columns and appears to be a formal announcement or news item.



