

M.E.S. COLLEGE OF ARTS, COMMERCE & SCIENCE
15th Cross, Prof. M.P.L Sastry Road, Malleswaram, Bengaluru-03



ABHIGYAN 2017-18

MAGAZINE
DEPARTMENT OF COMMERCE

MES COLLEGE OF ARTS, COMMERCE & SCIENCE



DEPARTMENT OF COMMERCE

MAGAZINE

ABHIGYAAN 2017-18

Message from Principal



I am happy to note that the teachers and students of Commerce Department are bringing out their annual magazine – Abhigyaan. This volume covers Chakravyuh, the inter-collegiate management fest consisting of events like best manager, moot court, marketing, finance, stock market, treasure hunt and human resources.

This magazine features Parivarthan – an inter-class series of competitions organized by the fourth semester B.Com students.

The other feature of this magazine is Vanijya-Vedi, the Commerce exhibition. The students exhibited various models covering banking, insurance, stock exchange, taxation, marketing etc.

This magazine also features the various other activities organized by the department such as guest lectures, industrial visits, business plan, students and teachers achievements etc.

I wish them well, congratulate and thank both the students and staff for bringing out this magazine.

Principal
Dr. Leelavathi D
MES College of Arts, Commerce & Science

Message from HOD



Abhigyan – A compilation of the events of our Department on an annual basis is not a lifeless list of events. It represents the vivacious spirit behind these events.

Apart from the five annual events, we also organise a large number of guest lectures, interactive sessions, industrial visits etc.

The unflinching spirit behind all these events is to enable our students to become strong, job worthy and good citizens.

All these events are jointly organised by our staff & students. In the process of organising, the line of difference in status between that of the teacher and a student actually vanishes, however neither of them crosses the line.

These events also give us confidence, experience, excitement, a capacity to work with groups, understanding the nuances of financing and budgeting etc. There are limitations we face in the organising such as financial limitations, paucity of time, shortage of infra-structure. However we take these limitations positively and learn humility and a proper realisation of ground realities.

Since each event is directly or indirectly related to the subjects we teach. These events also act as practicals that buttress the theory we teach in the classes.

We always believe that education is not merely delivering the syllabi effectively and enabling our students to secure impressive scores from the University. Education is much more than that. It should enable students to imbibe soft skills, life skills and ultimately an ability to live peacefully.

This academic year gave us the opportunity to organise our first two-day international conference with the reputed, Jaipur based academic body – The Research Development Association.

Dr. Janardhan TG
Dept of Commerce

CONTENT

Serial No.	Content	Page Number
1.	Vanijya Vedi	6
2.	Chakravyuh	7
3.	Parivarthan	8 - 9
4.	ISR (Business & Bestowal)	9
5.	Industrial Visits	10 - 12
6.	Guest Lectures	13 - 14
7.	Research Activities	15
8.	International conference	16 - 18
9.	Papers presented at International conference	19 - 31
10.	Department Outing	32

DEPARTMENT ACTIVITIES “VANIJA VEDI” - THE COMMERCE EXHIBITION

This event was conducted on the 16th&17th of April 2018, Teacher Coordinator: Prof. Indu.Y, Prof. Sindhu Prabhakaran & Prof.Swetha Sarathy

It also an inter class competition which had an overwhelming participation of around 180 students comprising of 42 exhibits with a team of 40 volunteers and 3organisers.

The exhibits were of various streams of commerce like ancient auditing, Hydraulic Bridge, steel flyover, metro, online and offline banking, Agro industries, GST, Evolution of money, Bombay stock exchange, vending machine, laser security system, global banking, Demonetisation , Bit coins, Bills of exchange and also products that have been invented by our own students like the swing i.e.,. Waterpump, vacuum cleaner made from bottle and scrap and electronic cycle along with the working models.

The judges were Dr, Bhargavi V T, Director PG Dept, Commerce and Management Sheshadripuram College & Y.H Raghavendra B.Com, FCA, CA.

The Event had visitors from MES IOM, Reva Institute, neighbouring colleges, sister concerns of MES and also parents. The Winners were:

1stPrize – The Vision - from I B.Com, D section. 2ndPrize – Shrushti from II B.Com, A section. 3rd Prize – Peoples Counter from I B.Com, C section.

Best Innovation – Enforme Treadmill – 3rd D,. Best AD – Journey of the small



business success – 3rd C. The Best Model – Traffic Controller – 3rd D.

CHAKRAVYUH

Chakravayuh an inter- collegiate commerce and Management fest, was conducted by the staff and the students of the Department of Commerce which provides a solid platform for all college students to exhibit their skills and talents



in today's dynamic field.

This time the theme was **CINEMATICS** which took place on 9th & 10th of October 2017.

It had events like Best manager, Business quiz, Finance, Human Resource, Marketing, and Treasure Hunt, all of which saw good and active participation from 15 Colleges in Bangalore, amongst them **KRISTU JAYANTHI COLLEGE** bagged the overall trophy.



PARIVARTAN

Parivartan is an intra-collegiate Commerce and Management fest which was started in the year 2003. This event gives our students an opportunity to showcase their skills in facing the competitive corporate world and also provides scope for improvement which will help them grow in their field of interest.



Parivartan 2018 was organised on the 21st and 22nd of April 2018 under the guidance of the Teacher Co-ordinators Swathi D Karnad and Shruthi Joshi.

8 events in which our B.Com students participated pro actively were:

- 1) **Best Manager:-** A team is a reflection of a good leadership. In order to be the "Best Manager", the participant is expected to be the best captain of his/her business ship.
- 2) **Human Resource:** - A team event, wherein the participants are expected to recruit the best candidate for the job, place them in the best possible positions, to achieve the best results.
- 3) **Business Quiz:** - An event where a smart answer won't get the participants fired, but a wrong answer surely will. The participants are expected to give the best answers to win it.



4) **Finance:** - Be a game changer or watch the game change you. The participant who changes the game wins it and the others get eliminated.

5) **Marketing:** - A team event in which the participants are expected to show their creativity in the conduct of a business and bring out the success.

6) **Entrepreneurship and Development:** - India doesn't need job seekers anymore, India needs job creators. The participant who comes up with the best start up is awarded.

7) **Event Management:** - This is a new event introduced by Parivartan 2018 team. A team of two are expected to showcase their planning and execution ability with a blend of creativity to conduct a large scale event.

8) **Treasure Hunt:** - A team event where the participants are expected to crack the clues hidden within the riddle. The team decoding the riddle and finding the treasure are titled as the winners.

BUSINESS AND BESTOWAL ISR- Institutional Social Responsibility

This event was initiated this year on 19th March 2018, where 23 teams consisting of 6 in a team put up the stalls and a Major share of profit earned out of each team, was contributed towards charity.



INDUSTRIAL VISITS

Industrial Visits Karnataka Milk Federation, Bangalore



An Industrial visit to Karnataka milk Federation Limited was organized by Department of Commerce, M.E.S. College of Arts, Commerce and Science on 26th March 2017.

150 students and two faculty (Prof. Jyothsna and Prof. Yeshwanth Kumar CK) visited to Karnataka Milk Federation Ltd to understand how the production activity and management process.

After security check the students were taken to introduction room and give a briefing of rules and guidelines to be followed by everyone inside the industry. They were taken to Production Manager Mrs Tejaswini Guru who briefly explained about the process and operations undertaken by industry and she also told about Achievement and history about Karnataka Milk Federation Ltd.

They also adhere to strict milk standards in the production activity and the industry offered unlimited Badam milk tetrapack to all students.

The industrial visit to Karnataka Milk Federation Ltd enriched our knowledge and experience and also provided a great opportunity to learn practically through demonstration, interaction, exchange information and employment practices which help the students in their future career growth.



Karnataka Silk Industries Corporation Limited

An industrial visit to “KSIC”, Mysore was organized by Department of Commerce, M.E.S. College of Arts, Commerce and Science on 18th August 2017, wherein student got to know:



- The Stages of silk worm rearing.
- the duration of producing the silk thread and the production unit where huge amount of labour and production taking place with the amount of time it takes to manufacture a thread and convert them into cloth and then a saree.
- Printing section- colour dyeing for sarees section were shown and explained the amount of time and labour involved in completion of work

This unit gave a handful of information about production , processing , material usage which were key concepts students learn in cost accounting.

Karnataka Milk Federation

An industrial visit to “KMF”, Mandya was organized by Department of Commerce, on 18th August 2017.



In KMF students were given a chance to observe the processing of milk in to different by products, their packing and packaging , and how the manufacturing unit works with the system of labour shift, rotation and the type of equipments used to increase the bulk production & dispatch

section and related information were explained by the supervisors. A batch of 49 students and 3 faculties.

UNIBIC

An industrial visit to “UNIBIC cookie factory”, Madanayakanahalli, was organized by Department of Commerce, on 16th April, 2018.

Students were taken in 2 batches consisting 50 students in each batch. The incharge person mentioned that the company was started in 2004 which is an Australian originated company, it only produces cookies. This company comes under FMCG and it is certified under Food Safety and Standards Authority of India (FSSAI) and British Retail Consortium (BRC). There is only one production outlet in India which is located in Bangalore.



This visit helped our students to know the production process, costing, packaging and use of raw materials, marketing and management of each division. Students also got to see and taste cookies.

Guest Lectures

'Career opportunities in Mutual funds'



A guest lecture was organized on stock exchange speaker was Mr. Rahul Dhawan from Bombay Stock Exchange.

The speaker of this event was Mr. Rahul Dhawan who is a domain expert in equity research and financial planning from the Bombay stock exchange.

The lecture covered an overview of the securities market, BSE market offerings, trade guarantee funds, investor protection fund, investor grievance and operations of capital market.

This session helped the student to understand that they could peruse their career as an entrepreneurs in this area as a stock broker helping the investors in large with the knowledge of the functioning of the stock market.

Journey into the unexplored opportunities in Insurance

A talk was organised on 3rd August 2017 and the speaker was **Mr. Venugopal, Secretary General of Insurance institute of India**. Commerce students have abundant carrier opportunities but still the main focus for them is on CA, ACS, CMA and ICWAI. The unexplored area for them is Insurance sector.



This lecture gave an insight to students on importance of insurance and its types and also various job opportunities in this sector and answered few questions like who can be an insurance advisor? Eligibility criterion, procedure for enrolment and so on...

This talk was witnessed by more than 250 students from B.Com and was well appreciated.

Goods & Services Tax

Goods and Services Tax was introduced on 1/7/2017 in India. This was a biggest reform in Indirect tax system. Education sector known for adoptability in change implemented GST for 5th semester B.Com students. As this was completely new aspect in the tax Era GST. A guest lecture was organised by Department of Commerce on 9th of August 2017, CMA Ravindranath Kaushik was a guest speaker.



Mr. Kaushik covered all important aspects of GST like introduction, impact of GST on economy, important terms, items not covered under GST, types of GST, GST council, GST credit, types of GST forms. This session was need of the hour and was helpful for both students and teachers to adopt new change in tax system and learn the same in curriculum.

Career opportunities after B.Com

A guest lecture was organised on Career opportunities after B.Com and the speaker was Mr. Lokesh an alumni of MES college. 2nd and 3rd year B.Com students were participants for this lecture. “What after B.Com?” is one big question for most of the students. Commerce is such a vibrant field in which there are boundless career opportunities and hence this leads to a lot of confusion among students.

This lecture gave an insight on various courses and job opportunities after B.Com and how one should choose their career. He focused on PG courses, Professional courses, Competitive exams, diploma programmes, certificate courses, Doctoral degree, education abroad and also various job opportunities in different sectors.

It was an interactive session and students were enlightened.

Research Activity for Students

Department of Commerce will always focus towards student's excellence in all aspects and hence provide various opportunities to develop their skills and showcase the same in different Commerce and management events in and around the College. This year we have extended an opportunity to develop their Research Skill too.



Research is one area which gives them lot of exposure to understand the concepts and theories and also problem solving skills. This research activity was opened to 2nd Year B.Com students in which 20 teams (consisting of 2 or 3

in a group) grabbed this opportunity. These teams for trained under each faculty of Department and all the teams successfully completed their research paper.



22nd

**INTERNATIONAL
CONFERENCE on**

*Advancements and Challenges In Social Sciences
& Business Management- Interdisciplinary Research and Practice*

*Program Schedule and Session Details
Conference Abstract Proceedings (CD)*

IC-ACSSBM

February 24 - 25, 2018



Organised by
RESEARCH DEVELOPMENT RESEARCH FOUNDATION
RESEARCH DEVELOPMENT ASSOCIATION
RAJASTHAN CHAMBER OF COMMERCE & INDUSTRY, JAIPUR
JAIPUR MANAGEMENT ASSOCIATION (Affiliated to AIMA)



In Association with
DEPT. OF COMMERCE, MES DEGREE COLLEGE &
MES INSTITUTE OF MANAGEMENT, BENGALURU

Venue : La Marvella Sarovar Premiere, Jayanagar, Bengaluru (karnataka), India

Department of Commerce, MES Degree College, joined hands with Research Development Association, Rajasthan Chamber of Commerce & Industry and Jaipur Management Association (Affiliated to AIMA), to organize the 22nd International Conference on the theme "Advancements and Challenges in Social Sciences and Business Management-Interdisciplinary Research and Practice" during February 24th & 25th, 2018 at Hotel La Marvella, Bangalore.



It was the endeavor of MES Group of Institutions & RDA to bring together researchers, practitioners, academicians, industrialists and professionals with inter/ multi-disciplinary interests related

to all disciplines and provide a platform for them to meet and interact and engage in fruitful debate and facilitate mutual understanding.

More than 80 papers were received and presented and participants were from all over the India and 5 papers were received from abroad.





All the faculty members of Department of Commerce presented papers in this international Conference. Papers presented was jointly authored involving students of Commerce. This exercise helped students to get an insight into the research activities. The abstract of 12 papers presented by the teachers of Department is given in the following pages

A study of the perception of electric vehicles, in the minds of people in Bangalore city.

Presented by:

- 1) Dr. Janardhan T. G,
- 2) Dr. Usha Devi N,
- 3) R. Girish
- 4) Varsha M
- 5) Shilpa S



Abstract

Now it is almost certain that come 2030, only electric vehicles can be sold in India. Different nations have set different deadlines for this conversion.

Though, it seems to a welcome decision, it also appears to be too gigantic a task to be achieved in too short a period.

The mandate when implemented appears to bestow on our nation the following positives among many others:

- It will reduce atmospheric pollution caused by the tail pipe emission.
- It will bring about conservation of precious foreign exchange by curbing imports of petroleum products.
- Our economy will be insulated from the fluctuations in global oil prices.
- Our dependence on oil majors will reduce.
- The running cost of transportation will fall drastically. The other side of the story also merits attention.
- It is not a simple task for the auto industry to shift its production completely to electric vehicles.
- The mind boggling amount of investment already made in areas like oil pipe lines, petrol bunks, tanker ships etc., will be rendered redundant.
- The oil producing majors might put up a tough resistance including a drastic drop in oil prices.
- The infra structure needed for charging millions and millions of vehicles is tough to create.
- Lithium, a major component in chargeable batteries may be become expensive and scarce.
- The Government will suffer huge revenue losses on account of eradication of sale of oil.

Any move, to become successful needs the whole-hearted support of the civil society. This move also has to be whole-heartedly supported by the masses, otherwise it will not be successful.

This paper aims at gauging the preparedness and also the perception of the people towards this move. This paper is based on a survey conducted in Bangalore with a structured questionnaire.

The paper is framed on the following lines:

- Introduction
- Objectives
- Review of literature
- Working definitions
- Data collection, processing and analysis
- Conclusion
- Suggestions
- Scope for further study
- Limitations of the study



A Study On Placement Cell In Reaching Out To The Students

Presented by:
Prof.. Girija Ananth,
Prof.. Rekha Nayak,
Sneha Sheshagiri Shenoy

Abstract

India is an emerging economy with a huge youth population. The onus falls on the stakeholders like parents, colleges, industry, government etc., to equip the youth with relevant and conceptualized professional skills and guide them towards a bright future and career all around the world with the values of – Sincerity, Hard Work and Integrity.

Placement cells of the colleges have a major role in preparing and training the students to get placed and in making them equipped on all aspects of career development along with creating a very good impact in them which makes them feel that, every minute they spend in the placement training session, provided by the college, is worth being there and will help them in getting placed in their dream companies.

Training and Placement cell promotes its activities for the holistic development of students by filling the perception gap between expectation of industry and preferences of academia by organizing interactive (soft skills) sessions in the campus as a part of the continuing education activities which would help to train the students into industry specific skill set and thus make the students productive as soon as they join on the board.

In this direction a study is conducted to know the working of and challenges faced by the placement cells of UG colleges in Bangalore city.

Primary data was procured from randomly selected 15 colleges constituting 13% of the total population.

Analyses of the data with simple statistical tools has led to findings that there is a skill gap between the student's capabilities and the industrial requirements.



Placement cells, though act as facilitators to bridge the gap, they face various challenges during placements.

Initiative should be taken to upgrade the UG course syllabus, to align it with the current industry standards.

There is a need to build a good rapport between the companies and the college.

A positive support from college authorities will go a long way in helping the students in getting placed

Key words: Placement cell, students, companies, bridging the gap, development and training.

A Study on students' perspective for the need of Guidance & Counselling Cells in First Grade Colleges of Bengaluru City

Presented by:

Prof. Swathi Karnad

Abstract

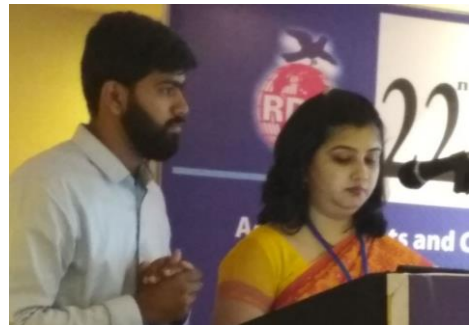
There exists an ambiguity in the minds of students regarding whom to approach for proper guidance: Ever busy and undiplomatic parents at home, professionally hindered teachers at the educational institutions or peers themselves who need the guidance and counselling.

Addressing this ambiguity is the need of the hour.

This study is an effort to assess the actual need for Guidance & Counselling cells of educational institutions catering to college students. We consider the First Grade Colleges of Bengaluru City for this study.

Method of Study: The study shall involve Review of Literature, Collection of Primary Data and the analysis of the same. The major source of data shall be students along with inputs from teachers, administrators of colleges like Principals, Vice – Principals, Head of Departments and professional counsellors.

Keywords: Guidance & Counselling - Students - Teachers - Educational Institutions



A Study On The Level Of Stress And Depression Faced By Students Of Current Generation In Bangalore City

Presented by

Prof. Deepadharshini. G. P.
Sneha Ashok
Prathiba. K

Abstract



Depression and stress are some of the commonly reported issues among the college students. Usually stress and depression are associated with decrease in grades which effects in one way or another, a student's skills and ability to perform. Most common reasons for stress, depressions and other psychological problems are lacking in time management, failure, tough competition among fellow students, academic pressure by family and society as whole, emotional breakdowns due to low self esteem, life is not worthy for some, others have a poor family background, while there are a few who live their lives guiltily.

Students in stress and depression tend to face anxiety, mood swings, terrible temper, memory impairment, loneliness, irritation, feel sad, suicidal, worry a lot, have poor self care, poor eating and sleeping habits, poor health conditions, get into alcohol abuse and drug abuse. For assessing the same, questionnaires were passed to college students from all streams. They indicate high grade of depression, anxiety and stress among college students. This indicates the amount of burden students have to bear in the current scenario.

Early interventions are needed to improve the quality of life and reduce stress and depression among students. Preventive measures are to be taken by colleges such as setting up student counseling centers, creating awareness among college students in seeking help from counseling centers. It is also suggested to establish mentor-mentee program compulsorily in all colleges. A student health committee should be formed in every college with mental health professionals as its members. They should also conduct regular seminars & workshops for teachers and college students on various issues based on psychological problems and its coping mechanisms.

Key Words:

College students, Stress, Depression, Causes, Effects, Stress and Depression Management.

A Study on Technology- enhancing the teaching in UG Colleges of Bangalore City

Presented by:

Prof. Shruthi Joshi,
Monisha.S.Nambiar,

Abstract

Today, more than ever, the role of educational technology in teaching is of great importance because of the use of information and communication technologies.

With the help of various applications for distance education, the Internet, teachers themselves, see the advantage of educational technology.

Technology can be used to improve teaching and learning and help our students be successful ... However, technology can be a “force multiplier” for the teacher. Instead of the teacher having the only source of referring to the books, they can access web sites, online programs, and more to get equipped with usage of technology in their teaching. Technology allows students to become more independent in learning. But the change from a teacher to facilitator is a positive move for the profession

Technology also has the power to transform teaching by ushering in a new model of connected teaching. This model links teachers to their students and to professional content, resources, and systems to help them improve their own instruction and personalize learning.

This Paper emphasizes on the importance of technology in the field of teaching and exploring opportunities by using it as a tool and also aims at unveiling advanced techniques, devices, and methods for improving the quality of teaching and can open up a cave of treasures that hooks the attention of the student and once you have that, it can lead them anywhere.

Keywords: Education, Technology, Teaching, Training Programs. Professional Development.



“A Study On Opportunities And Challenges Of Undergraduate Students Who Earn As Well As Learn, In Bangalore City.”

Presented by:

Prof. Indu Y,
Mr. Abdul Faisal,



Abstract

In a developing economy like India, part time jobs are occupying a prominent place which helps in individual development as well as the society and country in large.

As the students are stepping into adulthood, earning boosts their confidence and improves money management skills to its optimum which as a result has a positive impact in building their careers. Part time jobs for college students are almost as coveted as college acceptance letter, besides searching for classes, college students are just as eager to look for jobs to be financially independent to meet their requirements, Today the biggest conflict in the minds of the student is “**what to choose**”, studying or working or either both.

This study aims at finding the perception of the students towards being learners as well as earners amidst the opportunities and challenges they come across in the due course.

The opportunities available for part time jobs in today’s market are numerous and flexible at the same time for one to choose a job to suit his potential and fit into one’s schedule, on the other hand the challenges stand by side, but the reasons for an individual to sail amidst the opportunities and challenges are inevitable in most of the cases as per our primary data.

This study is based on the direct research conducted among undergraduate students through data collected in interviews and structured questionnaire that enables deeper insight into the topic.

“A Study on effectiveness of reach of Women welfare schemes in Rural Area”

Presented by:

Prof. Madhuri M J

Pavithra S



Abstract

India has shown tremendous success in past few years like digitalisation, demonetization, framing new indirect tax system etc. Although it still fail to reach the basic needs of rural women.

This is not the first time central or state government has launched welfare schemes for upliftment of Women. Since the Nehruvian era central government has been trying to make this country more prosperous. No doubt that there are wonderful schemes framed for women but Government fails in implementing these schemes. It is not fully aware of ground reality and they don't have proper mechanism to reach the beneficiaries.

This study aims at finding out the hindrances in the path of reachability of welfare schemes for women in rural area and through this study we attempt to encourage Women to take the initiative to avail the appropriate benefits from the Government and to raise their standard of living.

Keywords: Women Welfare schemes, Hindrances, Rural Women, and Awareness.

The paper is structured as follows:

- Title of the study
- Statement of the problem
- Introduction
- Objectives of the study
- Operational definitions
- Research plan
- Review of literature
- Limitations of the study
- Findings and interpretations
- Further scope of the study
- Recommendations and conclusion
- Bibliography

The Impact of Social Advertisement: A study among Youngsters in the city of Bangalore.

Presented by:

Prof. Jyothsna. K. V.
Mr. Madhu.R



Abstract

From the past two to three decades, the paradigm of advertisement has undergone a radical transformation. In the contemporary era, every commercial and non-commercial organization promotes themselves and their products and/or services through the medium of advertisement. For any business, especially in the field of marketing, advertisement is an indispensable instrumental drive. Advertisement, in a very scrupulous manner, has a great impact on the young minds.

The main aim of the paper is to study the attitude and behavioural change in the youngsters of Bangalore City. The paper rationally elucidates on the concept of Social Advertisement. The present studies would follow an amalgamation of qualitative and quantitative study design.

The paper identifies and analyses the adoption and incorporation of the Social concepts in the framing of an advertisement, which is contradictory to the yester decade advertisement. The advent of new technologies in the domain of advertisement is one of the prime reasons for changes in the society. This demands wide range of comprehension, determinacy, analytical skills and originality from the advertisers and from the viewers, to an extent. Another dimension which the paper probes into is the decline in the popularity of the Commercial advertisement. This ushers us and demands to look at the varied effects and influences of social and commercial advertisement into the present scenario.

The paper examines a few social advertisements and attempts to shed light on the advantages as well as the limitations of the advertisement with the social concept or theme in it.

Key words: Advertisement; Social and Commercial Advertisement; Social Concepts; Attitude and Behaviour.

A study on the reasons behind women moving away from the conventional working hours

Presented by:
Prof. Sindhu P

Women contribution to the workforce of our country has drastically increased from the past , Paid employment of women has shifted from primarily traditional female-oriented jobs to more non-traditional career choice , Today a women's career choice is no more confined by the limitations of time or a traditional mind-set . Women's participation in the workforce has led to the study of career aspirations of women.

Women at the present scenario are chasing their dreams and the corporate have paved the way to make use of their potentials which benefits both. Thus the increasing rate of women at top level management would bring a revolution in all domains and will prove to be dawn for the respective industry.

This study aims at finding the reasons for the increasing trend among women in having a career choice of their wish rather than to go with the traditional mind-set and also makes an attempt to know the factors which has led for such a positive trend.

This study is based on the direct research conducted among working women, through data collected in interviews and it enables deeper insight into the topic.

Keywords: Career, Money, Relationships, identity, travel, health, technology, labels.

The paper is structured as follows:

- Title of the study
- Statement of the problem
- Introduction
- Objectives of the study
- Operational definitions
- Research plan
- Review of literature
- Limitations of the study
- Findings and interpretations
- Further scope of the study
- Recommendations and conclusion
- Bibliography



A study on the need to revamp the current examination system in India

Early education in India commenced under the supervision of a guru/prabhu. Initially, education was open to all and seen as one of the methods to achieve Moksha in those days, or enlightenment. As time progressed, due to superiority complexes, the education was imparted on the basis of caste and the related duties that one had to perform as a member of a specific caste. The Brahmins learned about scriptures and religion while the Kshatriya were educated in the various aspects of warfare. The Vaishya caste learned commerce and other specific vocational courses while education was largely denied to the Shudras, the lowest caste. The earliest venues of education in India were often secluded from the main population. Students were expected to follow strict monastic guidelines prescribed by the guru and stay away from cities in ashrams. However, as population increased under the Gupta empire centres of urban learning became increasingly common and Cities such as Varanasi and the Buddhist centre at Nalanda became increasingly visible.

Current Examination system, at a cursory glance there are plenty of things that could be said to be wrong with the education system in India. To start with education in India does not cover each and every child in the country. Then there is the ever increasing gap between the government owned institutions and the private ones as far as factors like quality and facilities are concerned. However, there is one issue that has always escaped the notice of the stakeholders – the common people, the authorities, the teachers and also the students perhaps and that is the system of evaluation in India.

This study is based on the research conducted to identify the loop holes in the present examination system and to offer suggestions to improve the present examination system.

The paper is structured as follows-

1. Title of the study
2. Statement of the problem
3. Introduction
4. Objectives of the study
5. Research plan
6. Review of Literature
7. Limitations of the study
8. Findings and Interpretations
9. Further scope of the study
10. Suggestion & Recommendations
11. Conclusion



**A Study on the opinions, of family members of women
faculty, working in
Bangalore Under-graduate Colleges.**

*Presented by:
Prof.. Pallavi. P,
Sachu. S,*



Abstract:

Gone are the days, where women were asked to stay within the four walls and manage the family responsibilities. In this 21st century, women are even more competent and capable enough to play predominant role anywhere in the world. In the post independent era, concentrating on different sectors has become common for them. In this context, the most suitable job for women is teaching profession, which is stress less and better earning job with improved social status.

This study aims at analyzing the views of family members on employment of women as a faculty and to offer suggestions as to how the family members can make peace at home and at the same time, how a woman can initiate efforts in achieving peace in both personal and professional life.

The study is based on the direct research conducted with the family members through data collection in questionnaire.

The paper is prepared on the following lines:

- Introduction
- Objectives
- Review of literature
- Working definition
- Data collection, processing and analysis
- Conclusion
- Suggestions
- Scope for further study
- Limitations of the study.

Keywords: opinions, family members, women faculty, under-graduate colleges, predominant, post independent era, teaching profession, stress less, social status.

Preferences To Commute-“Self Driven (Rental) Cars V/S Cabs”.

Presented By:-
Prof. .Shilpa.Pujar
Mr.Sarvesh.K.



Abstract: -

The purpose of this paper is to study the preferences of people, if given an option to choose between a self-driven (rental) car and that of a cab in our silicon city, Bangalore. The study is based on a survey conducted at various areas of the city. The primary data in the study is collected through a structured questionnaire. The agenda is to analyze and study the reasons for their choice and preference. Through this particular study one would gain clarity as to ‘catch a ride’ or ‘self-drive’. Commuting is periodically recurring travel between one's place of residence and place of work, or study, and in doing so exceed the boundary of their residential community. It sometimes refers to any regular or often repeated traveling between locations, even when not work-related. A distinction is also often made between commuters who commute daily or weekly between their residences to work place, and are therefore considered respectively local or long-distance commuters.

Before the 19th century, most working or non-working set of people took less than an hours of travel from their home to their workplace or elsewhere. But in the present day, many people travel for long hours just to reach their destination. The duration taken in order to reach destinations has been increasing as years passed. In order to make our travel easier and at the same time consuming less of our time various facilities are available to us in the present days, among which cabs and self-driven (rental) cars are taken as a part of our study.

We have been observing that the usage of cars in our city Bangalore has shown an upward trend from the earlier days to the present day. We can see people either driving by themselves or call out for a cab in order to reach various destinations. People find it more convenient to commute through cars as it avoids discomforts and at the same time provides a personal space.

This research is basically conducted in order to study the preferred form of transportation if given an option to choose between self-driven (rental) cars and a cab in our silicon city.

Department Outing



Faculties in the Department always work as a team in moulding students and supporting them to build their career for which we all work throughout the year imparting them subject Knowledge and make them understand concepts practically by providing various platforms and also

each faculty will also work under different committees and will do given portfolio along with which they also have to work to strengthen their personal profile too. Likewise throughout the year we will be keep on working and hence we plan for team outings so that we can relax our stressed minds and also build our team more stronger.

A 3 day Department outing was organised to Sargur, Mysore District and Coorg .10 of us from our Department were part of this leisure trip. Sargur is 198km from Bangalore. Sargur is a place which is surrounded by back waters of Kabini and Nagarahole forest. Places covered in Sargur – Kabini dam, kabini back waters, chikkadevamma hills, Safari at Antharasanthe (Nagarhole forest reservoir).



Coorg is 115km from Sargur places covered in coorg- Tibetan Monastery (Golden temple), Kaveri nisargadhama and also visited Mysore Palace.