



Department of Commerce

St. Ann's College for Women, Mehdiapatnam, Hyderabad

Autonomous, Affiliated to Osmania University

NAAC Reaccredited with A+Grade & College with Potential for Excellence by UGC



THE RISE

NEWSLETTER

Issue 2 Volume III

December 2022

An E.D. Cell, Department of Commerce initiative

Christmas Celebrations



Photomontage



'The true language of commerce is the natural conversation between human beings'

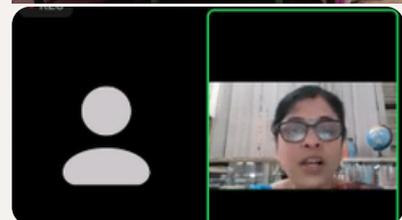
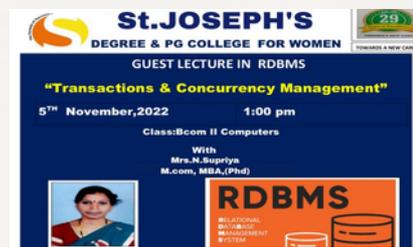
Awards Galore

- Mrs. Mahitha Davala was awarded the Doctor Of Letters - D. Litt. (Honoris Causa) from the University of Central America.
- Mrs. J.Saujanya was awarded the Doctor Of Letters - D. Litt.(Honoris Causa) from the University of Central America.
- Mrs. J P Bharathi was awarded the Doctor Of Letters - D. Litt. (Honoris Causa) from the University of Central America.
- Mrs. Asra Sultana awarded the Top 50 Iconic Educationists of 2022.



Cognoscente

- Mrs.N.Supriya , M.Com,MBA,(Ph.D) was invited as a guest faculty for to deliver a talk on "Transactions and Currency Management" - on 5th November 2022 for B.Com 2nd Years of St. Joseph's Degree and PG college, Tolichowki
- Mrs. J.P.Bharathi, M.Com was invited as a resource person for Business Law- An Overview for B.Com and BBA Students of DBPM College, Secunderabad - on 27th May 2022.
- Mrs.K .Pranathi, M.Com was invited as a guest faculty for a presentation on Company Accounts - Issue of Shares/Debentures - on 29th August 2022 for B.Com 2nd Years of St. Joseph's Degree and PG college, Tolichowki.
- Mrs Mahitha Davala , Dean of Student Affairs was invited asl Examiner for Project Viva Voce for M.Com students at Govt City College, Nayapul , Hyderabad.
- Mrs. N. Suma Reddy was invited as Resource person by Linkage college Telgana tribal welfare degree college to deliver online lecture for B.Com students on Overview of GST..on Dec 16 th 2022





- Mrs.J.Saujanya has Published a Paper Titled Impact Of Social Media On Consumer Buying Behavior –A Case Study On Instagram in the Journal of Emerging Technologies and Innovative Research (Peer-Reviewed & Referred Journal) ISSN UGC Approved (Journal No:63975) 7.95 Impact Factor published in Volume 9 Issue 6, June 2022.
- Mrs. N.Supriya published a Research paper on Topic A Study on “Employees’ Perception towards Artificial Intelligence in Recruitment and Selection Process” in International Journal of Science Technology and Management ISSN(O):2394-1537 ISSN(P): 2394-1529 Volume No.11, Issue No.09, September 2022.
- Mrs.J.Saujanya has Published a Paper Titled Customer Satisfaction Of Amazon in the International Journal of Science Technology and Management (Peer-Reviewed & Referred Journal) ISSN(O):2394-1537 ISSN(P): 2394-1529 Volume No.11, Issue No.09 Sep 2022 Impact factor 6.3.
- Mrs.S.Santoshi Rupa & Mrs r. Meena Shanthy has published a Paper Titled The Impact of Covid-19 On Cyber security: Its Threats and Initiatives in the International Journal of Advance Research in Science and Engineering, A Peer Reviewed open access International Journal ISSN(O):239-8354, ISSN(P): 2319-8346 volume No.11, Issue No.09 Sep 2022 ISSN(O):239-8354, ISSN(P): 2319-8346.
- Mrs.P. Joshna and Mrs. M.Prathibha has published a Paper Titled A Review Study on the Impact Of Artificial Intelligence in Social Media Marketing in the International Journal of Science Technology and Management ISSN(O):2394-1537 ISSN(P): 2394-1529 Volume No.11, Issue No.09 Sep 2022.
- Mrs.Ch.Naga Suvarchala & Mrs.K.Pranathi has published a Paper Titled A Study on Transformation Of Woman in Emerging Economy in the International Journal of Science Technology and Management, ISSN(O):2394-1537 ISSN(P): 2394-1529 volume No.11, Issue No.09 Sep 2022.
- Mrs.D.Sujatha participated in the Multilingual International Conference on Commerce, Management, Art and Engineering on 29th and 30th Sep 2022, and published a Paper Titled “A Modular Approach for Forecasting Stock Market Using Neural Networks” in the International Journal of Science Technology and Management ISSN(O):2394-1537 ISSN(P): 2394-1529 Volume No.11, Issue No.09 Sep 2022.
- Mrs.G.Srilatha & Mrs.T.Bhavani participated in the Multilingual International Conference on Commerce, Management, Art and Engineering on 29th &30th Sep 2022 Published a Paper Titled “Role of Digital Insurance and Digital Marketing in Insurance Sector” International Journal of Science Technology and Management ISSN(O):2394-1537 ISSN(P): 2394-1529 Volume No.11, Issue No.09 Sep 2022.
- Mrs.K.Pranathi participated in the Multilingual International Conference on Commerce, Management, Art and Engineering on 29th &30th Sep 2022 and Published a Paper Titled “A Study On Consumers Perception Towards Digital Payment Mode”.
- Dr. N Suma Reddy presented a Research paper on Migrant workers and their pattern during Covid-19 in a two-day National seminar organized by Loyola Academy, Secunderabad on 29th and 30th September 2022.

KALEIDOSCOPE



- 13 B. Com final yrs are placed in campus placement drive with 6.5 LPA with Deloitte, while 1 Student is successfully placed with DELL 7.5 LPA
- B. Com students participated in the Leadership conclave at Dhruva School of Management on 1st Sept 2022 organised @ Loyola Academy
- The department organised a 2 Day National Level Student Workshop on EDA and BI on 17-18 Oct 2022 for Business Analytics students was organized and 215 students from various colleges participated.
- The department organised a National Level Workshop on Industry 5.0 on 21 Oct 2022, 140 students from various colleges participated.
- As part of the Commerce Fest organized on 27 Oct 2022 by Cheers Club & Consumer cell, various competitions were conducted, Mind Bloggers- Case Study, Business Quiz Poster Responsible consumerism - Cybersecurity, Elocution best ideas on zero waste, and students from various colleges participated.
- A talk on IPR for Business and Education Excellence was held on 26 Oct 2022 by Mr. Subhajt Saha IPR Expert
- A induction program for BPM students by TCS AIP Mr.Ravi Murthy Relationships manager TCS was on 20 OCT 2022.
- A Quiz activity on GST was organized for all final years on 26 Oct 2022.
- Final year B. Com Students participated in A National Level GST Seminar at Avinash College of Commerce Secunderabad was held on 22 OCT 2022.
- ED Cell- Organized a open day on 29 th Oct 2022 where students were inviyed to put up stalls, 22 stalls of Food to Artwork, Jewels to Mehendi Designs, Tattoos, Desi Handlooms etc
- Career Camp by ICAI on Career Counseling by Mr.Vijay Totapally, CA Mr. A.Himakanth, CA, Founder HIM Life School, held on 31-10-2022.
- Department of Commerce organised a Guest lecture on Cyber Security by K.VijaySrinivas Secretary of ACFE (Association of Certified fraud examination) on 14th Dec 2022



"Anyone who has never made a mistake has never tried anything new"

KALEIDOSCOPE



- An Industrial Visit to the Zinda Tilismath Factory, Parle G Biscuit Factory, and Masqati Dairy Products - on 1st November 2022. was organised
- The department in collaboration with St. Joseph's Degree and PG College along with Skillstride Academy conducted a seminar on Environment Social Governance for Sustainable Development on 4th November 2022 @ St. Josephs College King Koti
- Department of Commerce and IQAC presented an activity to auxiliary staff on "Financial Well-being" on account of World Accounting day - on 9th November 2022.
- On account of World Accounting Day, ED Cell members presented bookmarks prepared by them to all the faculty and also screened a movie on the concept - "Own Startup" : Rocket Singh.
- NIMSME MDP on Export- Import, Management, and Documents Procedure was attended by the faculty - Mrs. Suvarchala and Ms. Amana (28th Nov to 2nd Dec, 2022)
- The, Department with St. Pious X Degree & PG College for Women Nacharam, Secunderabad jointly organized a virtual FDP on Recent trends in Commerce & Industry from 28th November to 3rd December 2022.
- ACCA Orientation by Lakshya Educational Institution was organised for first years as part of professional and career counselling on 7th December 2022.
- An orientation was conducted on 7th December by KL University on PG courses for the outgoing batch
- Department of Commerce, Eco Club (Cheers Club) in collaboration with Druvansh NGO participated in Lake Cleaning Drive on 10th December 2022 at Mushki Cheruvu as part of "My Earth, My Responsibility"



- Mrs.Anuradha HoD, Mrs.Mahitha Davala Dean of students affairs, Mrs.Saujanya & Mrs.Suma Reddy developed E-content for BRAOU on 5th Nov 2022.
- Department of Commerce CHEERs Club in collaboration with Youth for seva has provided small voluntary contributions collected from each of the classes monthly, as of 14-12-2022 amounting to ₹12,460. The department used the entire amount in purchase at least 500 Kg of rice on behalf of the students and faculty of Commerce and contributed the entire Rice to Youth for Seva.
- Department of Commerce Cheer's Club organized a Commerce fest TVASTRA 2.0 an Exclusive event for B.Com1st Year Students on 19th & 20Th Dec 2022. Competitions were Board games, MarketKshetra, Business Pyramid,& Memory Grid.
- Guest lecture on Cyber Security By K.VijaySrinivas Secretary of ACFE (Association of Certified fraud examination), Hyd chapter on 14th Dec 2022.
- Miles Conclave 2022.



STUDENT CORNER

"Success is never ending and failure is never final."

SCHOLASTIC ACHIEVEMENTS

- * Ayusha Das of Comilla has Penned an article titled Melavers and is published in ISBN edited book "Paradigm Shift in Management Practices and Technology post COVID-19"
- * N Siri B.Com III E & D.Sai rupa 8.Com IIIA participated and presented a Research paper on Migrant workers and their pattern during covid-19 In a two day National seminar organised by Loyola academy secunderabad on 29th and 30th September 2022.
- * Sreeja Chaganti of B.Com Foreign Trade, 2nd year, has won a 1st prize in vendo et votans, zesta'22 held in St. Ann's college for women.
- * Sheema fatima of IFA 3rd year has bagged a 2nd prize in crafts making competition held by the Government City College.
- * B. Dhanya Sri of B Com FT has received a certificate by Government of Telangana for doing an an internship as a Counselor with VOICE4GIRLS an NGO
- * Kavitha Bhate of B.com computer application 2nd year has secured 3rd place in yoga intercollegiate competition.
- * Nandini Sahani of B. Com computer applications 1st year has won 1st prize in the JAM competition.
- * Syeda Fatima of B. Com Honors won 1st prize, Amrutha Varshini of B.Com Business Analytics won 2nd prize and Farwa of B. Com Business Process Management won 3rd prize in Memory Grid Game Tvastra 2.0 conducted on 20th Dec 2022



Inviting students to send content at: newsletter.commdept@gmail.com

TALENT CORNER



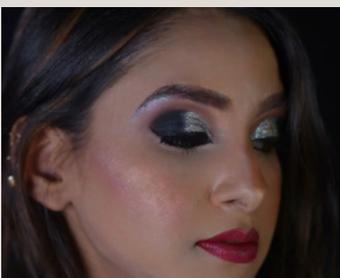
Saima Tehreem
BPM (1st year)



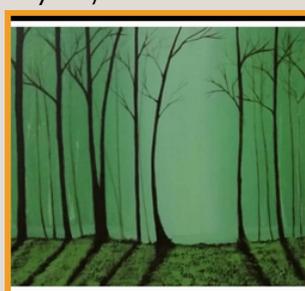
Arfa tuba tahreem
BPM (1st year)



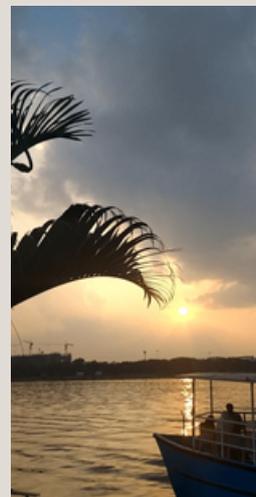
V.Rajeswari
IFA (3rd year)



Nabilah Iqbal
BA (2nd year)
lg-glamupbynabilah



Tasneem Jahan
IFA (3rd Year)



Suhad Aijaz
IFA (3rd Year)



Arfa Tuba Tahreem
BPM (1st year)



Bhuvana Bommisetti
Business Analytics
(2nd year)

SCAM SERIES

Jeep Scandal Case

The Jeep Scandal case is one of the biggest and the first ever scams in independent India. It was the first major corruption case in the Republic of India. V.K. Krishna Menon, the Indian High Commissioner to the United Kingdom, ignored protocols and signed an Rs 80 lakh contract for the purchase of army jeeps with a foreign firm. The Indian Army required more jeeps against the Pakistani Army. V. K. Krishna Menon, the Indian High Commissioner to Britain, placed an order for 2,000 refurbished Jeeps for the same price as new Jeeps that could be purchased from the United States or Canada. He argued that they would be delivered immediately with spare parts.



Menon bypassed protocol to sign a deal worth Rs. 80 lakh to the foreign firm for the purchase of the jeeps. Govind Ballabh Pant, the Home Minister and the Indian government announced on 30 September 1955 that the Jeep scandal case had been closed for judicial inquiry and ignored the suggestion by the Inquiry Committee, led by Ananthasayanam Ayyangar. He declared that "as far as Government was concerned it has made up its mind to close the matter. If the opposition was not satisfied they can make it an election issue". Soon afterward, on 3 February 1956, Menon was inducted into the Nehru cabinet as minister without portfolio. Later, Menon became Prime Minister Jawaharlal Nehru's trusted ally as defence minister. However, there was no evidence to doubt Mr Menon's personal integrity.

ENTREPRENEUR SERIES

NAVYA NAVELI NANDA

AARAHEALTH AND PROJECT NAVELI

Navya Nanda runs Aarahealth, A company which promotes women healthcare and aspires to educate women about their own bodies and the care that should be taken by them, they promote menstrual health and menstrual hygiene. Aara has vegan-based products which are environmentally friendly as well. Aara is now a budding start-up with a lot of other initiatives.

She aspires to create a future where a woman is able to empower herself and other women for entrepreneurship. she came up with a hashtag which is "entreprenaari" that means a woman entrepreneur.

With Aara Health, the founders are hoping to create a community and build conversations around issues of women's health. Aara also supports women led businesses and help them to achieve more heights. Nanda also put-up period homes where women are given all the facilities far away from their homes during their periods and are taken care of.

Aditi was invited by the NDTV to talk about menstrual health and address other issues faced by the women along with Amitabh Bachchan, Rashmika Mandanna and other on the panel.



Guidance and support by:

T. Anuradha - HoD
Srilatha- Coordinator

Columnists:

Ananya Kasichinula
Suhad Aijaz
Tasneem Jahan
(B.Com IFA IIIB)

D. Vaishnavi Neha
(B.Com BA IIE)
Kiranmayi
Mansi (B.Com BA IE)

Editor:

Ananya Kasichinula
(B.Com IFA III B)