

## Golden Jubilee Celebrations of Vidya Vikas Mandal

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics



# E-Newsletter

December 2020

Volume 13, Issue 6

Ms. Samiksha S. Vengurlekar – Editor



Online Poetry Writing Competition on 'Women Empowerment'

13<sup>th</sup> November 2020



## Golden Jubilee Celebrations of Vidya Vikas Mandal

VVM's Shree Damodar College of Commerce & Economics, Margao, Goa  
Jointly organised by Women's Cell & ICC



# Online Poetry Writing Competition on "Women Empowerment"

### Instructions

1. Individual Participation
2. The Poem should be written on the theme "Women Empowerment"
3. The Poem can be written in any of these 4 languages English, Hindi, Konkani or Marathi
4. The word limit is 80-100
5. The poem should have a title and should be original
6. Students may submit only one entry in each language
7. The poem should be neatly written / typed on a paper
8. The file should be named as RollNo\_Class\_Name
9. The first three winners will be awarded an e-certificate of merit

Scan and mail your poem to [womenscell-icc.sdccce@vvm.edu.in](mailto:womenscell-icc.sdccce@vvm.edu.in)  
The last date of submission is Friday, 13<sup>th</sup> November 2020

Dr. Prita D. Mallya  
Professor and Principal

Dr. Sheetal D. Arondekar  
Convenor, Women's Cell & ICC

Ms. Megha V. Mohan  
Teacher In Charge

The Women's Cell in association with the Internal Complaints Committee (ICC) organized an Online Poetry Writing Competition on the theme 'Women Empowerment' for the students of the College. The date of submission was 13<sup>th</sup> November, 2020.

The participants were instructed to send their entries via e-mail. All the participants turned out to be female poets who depicted different aspects on the topic very well.

The competition was judged by Mayuresh Adsul and Sparsha Mandrekar, Asst. Professors in Commerce. Dnyanada A. Prabhudessai, student of TY B.Com C, Mruga Mahesh Naik, student of M.Com and Dimple A. Tavde, student of FY B.Com C won the first, second and third places respectively. All were awarded e-certificates. Megha Vasu Mohan, Asst. Prof. in Computer Science coordinated the activity.



Online Essay Competition

16<sup>th</sup> – 25<sup>th</sup> November, 2020

Golden Jubilee Celebrations of Vidya Vikas Mandal



Vidya Vikas Mandal's  
**SHREE DAMODAR COLLEGE OF  
 COMMERCE & ECONOMICS**  
 Affiliated to Goa University  
 Accredited by NAAC with Grade 'B' (CGPA of 2.81 on a 4 Point Scale)

**Ek Bharat Shreshtha Bharat**  
 GOA PAIRED WITH JHARKHAND

*Online Essay competition*

on

***“Jharkhand as a Tourist Destination”***



**Dr. Prita D. Mallya**  
 Professor & Principal

**Dr. Lina Sadekar**  
 Competition Coordinator  
 8407988477

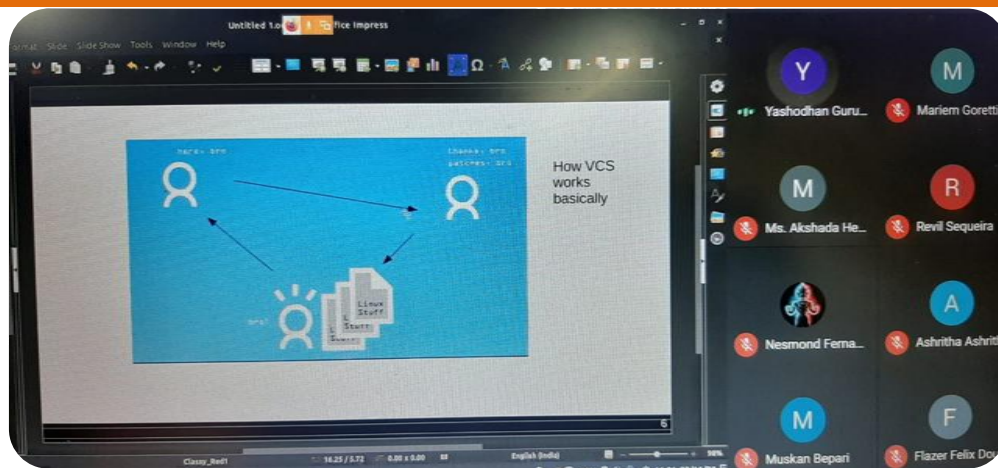
**Winners will receive an e-certificate of achievement.**



The EBSB Club of the College organised an Online Essay Competition on the topic 'Jharkhand as a Tourist Destination' from 16<sup>th</sup> to 25<sup>th</sup> November, 2020. EBSB encourages students from different States to develop a bond of unity and understanding by learning about the traditions, cultural heritage and practices followed by each state. Under this initiative, Goa has been paired with Jharkhand.

Cash prizes were awarded to the winners - 1st prize was secured by Neebha Ghodge (Rs. 2000) 2nd prize - Dnyanada Prabhudesai (Rs. 1000) and 3rd prize was awarded to Crystal D'Costa (Rs. 500) - all three are students of TYB.Com. 20 participants took part in this activity.

Tech Talk -Peer To Peer Teaching Learning

28<sup>th</sup> November 2020

The Department of Computer Science conducted a Tech Talk for the students of FYBCA as a part of Peer-to-Peer teaching learning. FYBCA student conducted the session on Git Hub, which is widely used by developers. The session was held on 28<sup>th</sup> November 2020 from 11.00 a.m. to 1.00 p.m.

Through his well-organized presentation, explained to his fellow mates what the Git open-source version control system is, and through a practical demonstration, explained how it helps developers to make constant changes to the code.

He explained that Git is a command-line tool and the centre around which all things involving Git revolve; it is the hub, where developers store their projects. He elaborated upon how it helps to network with like-minded people. He demonstrated how GitHub can be used to store projects and how a team working on a project can collaborate and handle project revisions.

The session was very practical and students were able to understand how they can use GitHub effectively for their practical courses.

The 86 FYBCA students, who were present, appreciated the session. Faculty members Mr. Sumit Kumar and Ms. Akshada Hegde congratulated student for his able handling of the topic.

The session ended with Ms. Namita Neurenkar, the faculty in-charge appreciating and thanking the student for making a very informative practical presentation. She informed students that during a mentoring session, student had revealed that he was using GitHub, and the Department thought of organizing the session. She explained that Tech Talk – Peer-to-Peer Teaching-Learning aims to provide students with a platform to share what they know with others, and in the process evolve as confident young individuals.

#### Guest Lecture on Materials Management

28<sup>th</sup> November 2020

The PG Department organized a guest lecture in Materials Management for M.Com students on November 28<sup>th</sup>, 2020 at 11:00 a.m. The Resource Person was Ms. Radha Shinkre, Director, Sincro Hotels Pvt Ltd, Goa. The session began with the introduction of the resource person. Ms. Radha Shinkre completed her degree in the food industry at the Culinary Arts Academy in Switzerland. She completed her internship in Dubai at the JW Marriott Marquis, and continued to work at JW Marriott Marquis for 2 years before coming back to Goa and taking charge of Sincro Hotels. Her intensive internship and experience gained at JW Marriott Marquis helped her to handle the business in Goa. At JW Marriott Marquis, she had learnt to cater to 3000 to 4000 customers a day.

During her session, Ms. Shinkre mainly focused on kitchen inventory, which are mostly perishable and thus the need to store them properly and use various inventory management techniques to ensure proper utilization of resources.

Being in the food business, Ms. Shinkre stated that preparing the exact quantity is not possible, but can be estimated based on the day of the week. For example, one can expect more orders during the weekend than on weekdays.

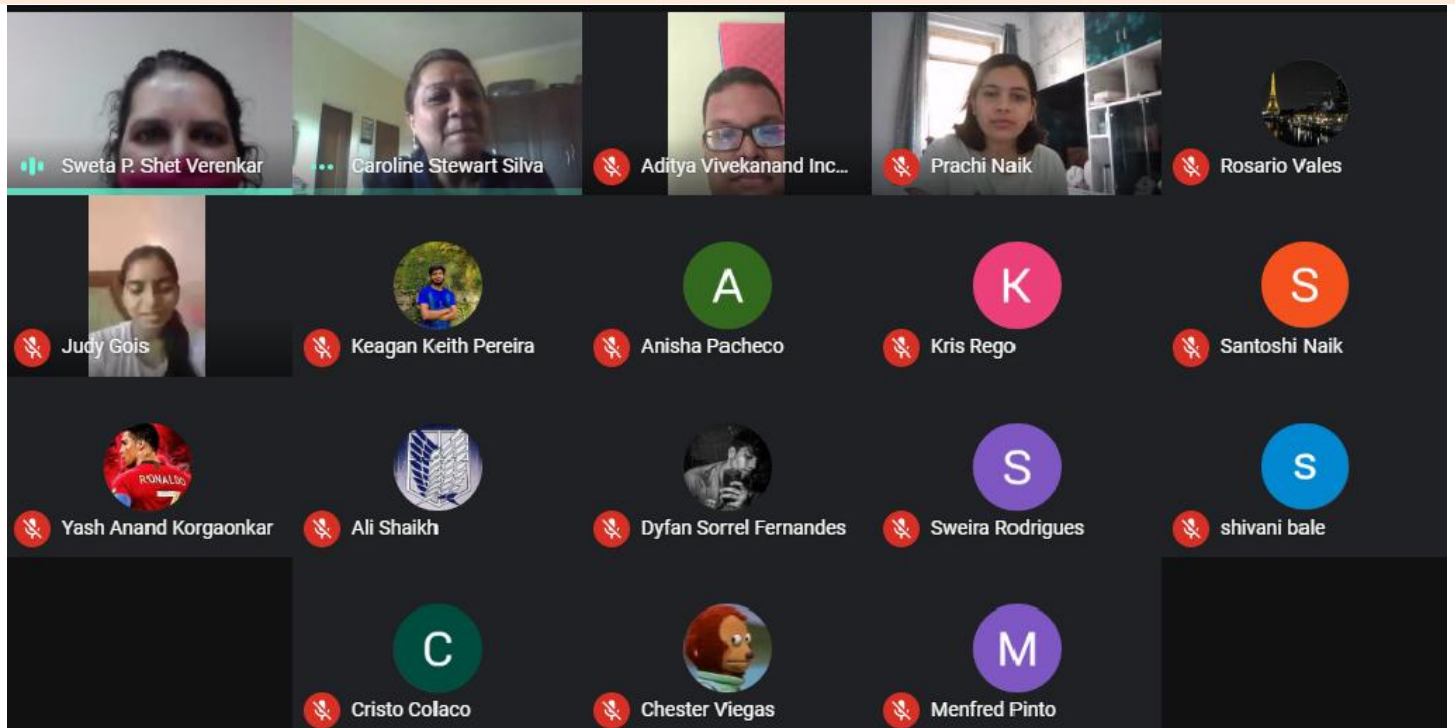
Proper handling and storage of materials is very important to ensure the profitability of the business. For this purpose, she said she personally takes stock of the material at the end of the day and decides what needs to be purchased the next day. She believes in Supplier Development and Partnering and thus personally buys the supplies from her local vendor to check for freshness and quality. Certain groceries that can be purchased in bulk such as rice and dal, are purchased at a discount.

One should understand that the cost of the product is greatly influenced by the cost of the raw material. Thus, purchasing the material at the right price and quality is essential to the business.

The 48 students who attended had an interactive session on Materials Management. The session ended with the vote of thanks by Ms. Stacy Pereira of M.Com Part II.

#### Online Training Session

30<sup>th</sup> November – 7<sup>th</sup> December 2020



The Department of Computer Science organised Online Training sessions in Module N9002 requirements of the Qualification Pack for Junior Software Developer (JSD) from 30<sup>th</sup> November to 7<sup>th</sup> December, 2020. The sessions were conducted by Ms. Caroline Stewart Silva - Impact Training Solutions through Google Meet platform for the FY B.Voc.(ST) students and two TYBCA Students who enrolled to answer the certification exam.

Session I began with an introduction of Ms. Caroline Silva by Mrs. Sweta P. ShetVerenkar Asst. Professor, Dept of Computer Science.

The sessions covered the following topics:

- Introduction to Communication, Importance & Damage Done Due to Poor Communication
- Verbal Communication Importance & Overcoming barrier to Communication
- Non Verbal Communication and Written Communication
- Professionalism at the Workplace and Teamwork works

All the sessions were engaging and interactive. At the end of each session, feedback was taken from students through a Google Form Link. Students participated with great interest in the Teamwork Activities. 28 students participated in the training (26 FYB.Voc (ST) and 02 TYBCA Students).

On the last day, Mrs. Sweta P. ShetVerenkar expressed gratitude towards Ms. Caroline Silva for conducting the sessions. Ms. Mervia Andrade provided all the technical help needed for the smooth conduct of the sessions.





**VIDYA VIKAS MANDAL**  
ESTD. 1971  
50<sup>th</sup>  
GLORIOUS YEAR OF  
SERVICE TO THE  
CAUSE OF EDUCATION

*Golden Jubilee Celebrations of Vidya Vikas Mandal*

**VVM's Shree Damodar College of Commerce & Economics, Margao, Goa**  
Post-Graduate Department of Commerce (M.Com)



organises

Workshop on

## 'Effective Professional Communication Skills - Conquering Language Barriers'

**TUESDAY, 1<sup>ST</sup> DECEMBER 2020**

TIME: 11.00 a.m. - 12.30 p.m.



**Mrs. Gauravi Khaunte**  
Language and Communication Skills Trainer

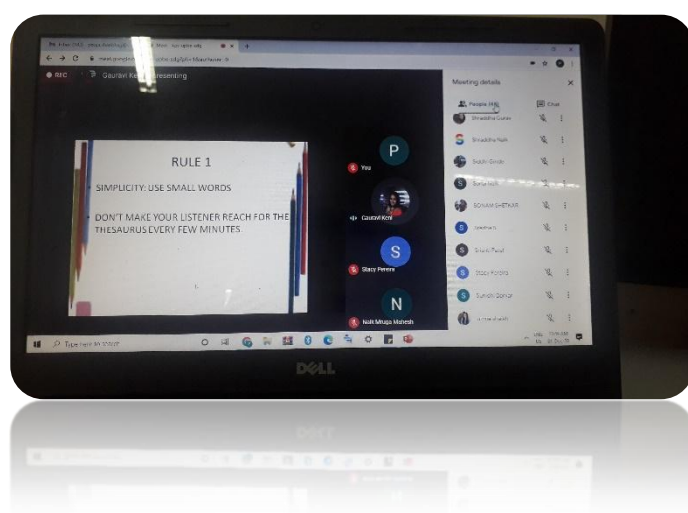
**Dr. Prita D. Mallya**  
Professor and Principal

**Dr. Rodney D'Silva**  
M.Com Coordinator

**Ms. Pooja Shanbhag**  
Workshop Coordinator

Good verbal and written communication skills are essential in order to deliver and understand information quickly and accurately. Being able to communicate is an important life skill and should not be overlooked. Higher educational and professional workspaces require effective communication skills. Throughout their years in the college, students are exposed to situations where they have to use their communication skills, for example group assignments, inter-collegiate events, class presentations, research presentation etc. To help students enhance their writing and speaking skills, the Post-Graduate Department of the College organised an online workshop on the topic 'Effective Professional Skills - Conquering Language Barriers', on 1st December 2020 from 11:00 a.m. to 12.30 p.m. for the students of M.Com Part I and Part II.

The speaker for the session was Mrs. Gauravi Khaunte, Language and Communication Skills Trainer. Mrs. Khaunte stressed on having correct pronunciations, using appropriate phrases, highlighted and rectified common errors that students normally make while writing sentences/reports and words that are misspelt on a regular basis. She also discussed the basic etiquettes to be followed while drafting letters/emails and ways to improve vocabulary. At the end, the speaker emphasized the ten rules or mantras of speaking professionally.



The session gave students an opportunity to learn and understand different ways of communicating. They also understood the importance of verbal and written communication in the professional world, and found the workshop very informative and beneficial. The compere for the program was Ms. Mruga Naik, student of M.Com Part II. The session ended at 12.30 p.m., with a vote of thanks proposed by Ms. Pooja Shanbhag, Asst. Professor in Commerce and Workshop Coordinator. 51 participants attended the session.



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VVM's Shree Damodar College of Commerce & Economics, Margao, Goa  
Department of Economics & Banking  
organises

## GUEST LECTURE ON LIC FINANCIAL SERVICES

Tuesday, 01 st December 2020  
from 9.00 to 10.00 a.m.

**FOR FYB.COM  
STUDENTS**

**MR. SITARAM B. CHOUDHARI**

Development Officer,  
Life Insurance Corporation of India



**DR. PRITA D. MALLYA**

Professor and Principal

**DR. LIRA M. GAMA**

HOD, Economics & Banking

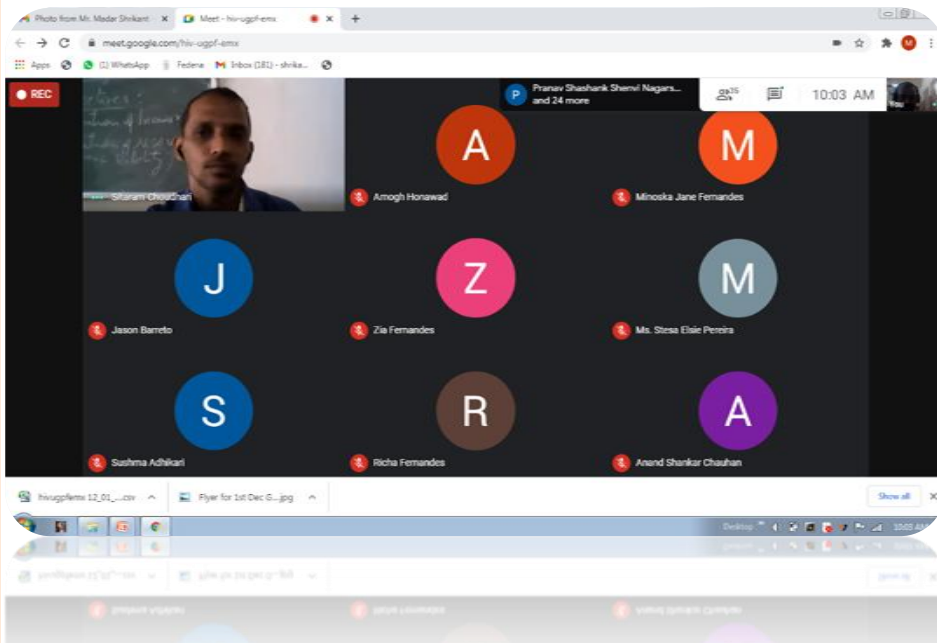
**MR. SHRIKANT MADAR,  
MS. STESA PEREIRA**

Teacher Incharge

The Department of Economics & Banking organized a Guest Lecture for students of FY and TY B.Com on "LIC Financial Services" on 01 December 2020 from 09.00 to 10.00 a.m through Google Meet. The Resource Person for the session was Mr. Sitaram B. Choudhari, Development Officer, Life Insurance Corporation of India. 46 students attended the session.

The Session began with the introduction of the speaker by Ms. Stesa Pereira, Assistant Professor in Economics.

Mr. Choudhari touched upon on various services of LIC of India such as LIC Mutual fund, LIC Housing Finance, LIC (Life and Group Insurance, and LIC Credit Cards Services Limited. Further, he also highlighted some of the schemes that are associated with each of these financial services. Mr. Shrikant Madar, Assistant Professor in Economics proposed the Vote of Thanks.







*Golden Jubilee Celebrations of Vidya Vikas Mandal*  
**VVM's Shree Damodar College of Commerce & Economics, Margao, Goa**  
**Counseling Cell, Red Ribbon Club and NSS**  
 organises



**Webinar on**

# "STOP AIDS/STDs: DARE TO CARE"

**Wednesday, 2nd December 2020**



**AT 12.00 NOON**

**DR. JAGDISH KAKODKAR**  
 MBBS, MD  
 Head Dept. of PSM, GMC

**PROF. PRITA D. MALLYA**  
 Principal

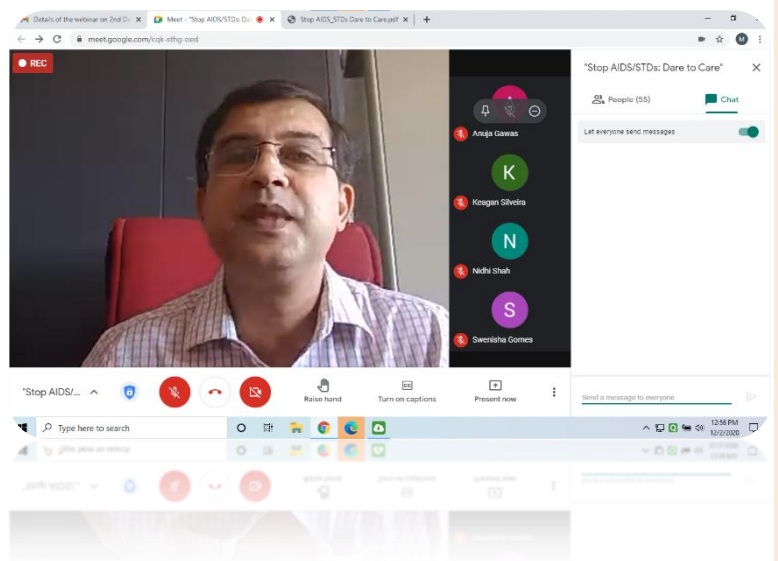
**MS. SHARMILA KUNDE**  
 NSS PO Incharge

**MS. AMBA PRABHU**  
 College Counselor

The Counselling Cell, Red Ribbon Club and NSS Unit observed World AIDS Day by organizing a Webinar for NSS Volunteers on the topic “**Stop AIDS/STDs: Dare to Care**”. The session was from 12:00 – 1:00 pm and was attended by 78 Volunteers of the B.Com Programme. The compere for the session was Keagan Silveira, student of TYB.Com and Ms. Senalda Lopes from SY B.Com, introduced the Resource Person for the session Dr. Jagdish Cacodkar, MBBS, MD, Head, Dept. of PSM, GMC. The session began with the Principal, Prof. Prita D Mallya welcoming the virtual gathering.

The Resource Person started the webinar by stating the various causes and symptoms of AIDS. Mr. Kakodkar requested the volunteers to ensure that World AIDS Day is observed with ‘Global Solidarity and Shared Responsibility’. He also gave an insight into the various preventive measures that can be taken for AIDS. He also described the stigma and discrimination that infected persons have to face, which has to stop.

The main objective of this session was to spread awareness among the student community about HIV/AIDS and that it is not curable but preventable. Mr. Keagan Silveira proposed the Vote of Thanks.



Guest Lecture on ‘Business Environment and International Trade/ Marketing Management’

4<sup>th</sup> December 2020

The PG Department of Commerce organised a Guest Lecture on Business Environment and International Trade/ Marketing Management on 04<sup>th</sup> December 2020 from 10.30-12.00 via Google Meet. The main objective of the Guest Lecture was to provide the students insight and knowledge of Business Decisions in view of the complexity of the market.

The Resource Person Mr. Allwin Joseph, Senior Account Manager, Indeed.com, Bengaluru, started the interaction with ice-breaker activities. He highlighted the topic of Environment of Business, the dynamics that are involved and also mentioned the changes that the recent pandemic has created in his organization.

Mr. Joseph talked at length about the specific topics like COVID-19's Impact - How countries responded, How Consumers are changing, New Consumer Behavior Groups, Initial Business Responses to COVID 19, How Businesses Make Further Changes. Mr. Joseph also gave examples of E-marketing solutions like Google Ads Auction, PPC Campaigns (Pay Per Click) adopted by companies in response to the changing scenarios and stressed that Digitization is the new way of doing and marketing business. 48 students participated in the session.

Ms. Da Costa Kezia, student of M.Com Part I, proposed the Vote of Thanks.

### Guest Lecture in the subject Cost and Management Accounting

4<sup>th</sup> December 2020

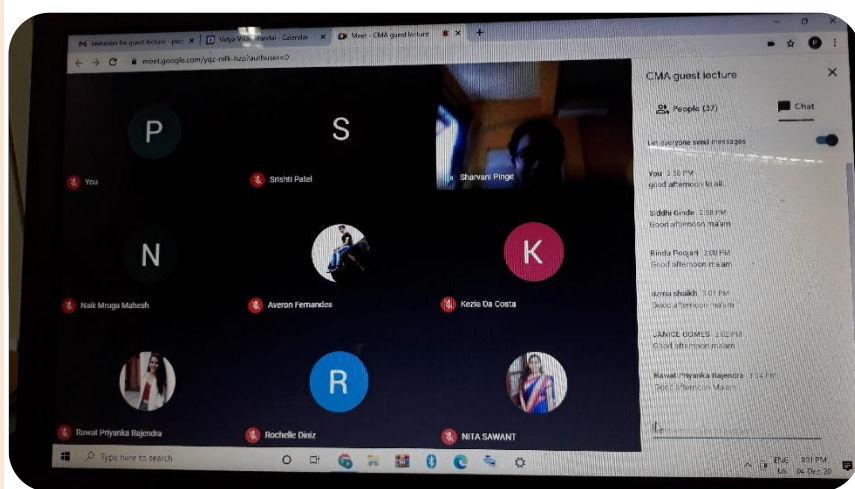
The PG Department organised an Online Guest lecture in the subject of Cost and Management Accounting for M.Com students on 4<sup>th</sup> December 2020 from 3.00 pm to 4.00 pm. on Google Meet platform. The Resource Person for the session was Ms. Sharvani Pinge, Chartered Accountant and Certified Financial Planner, Co-

founder of Pravansh Investor Services Pvt Ltd, Goa. Ms. Kezia Da Costa, student of M.Com Part I, introduced the Resource Person.


CA. Pinge commenced the session by discussing basic concepts of cost accounting, cost classification, variance analysis, and components of a cost sheet and also highlighted the importance of cost accounting information to the organization. She further explained the concept of

standard costing and computation of cost of goods sold in a manufacturing company.

The speaker addressed all the queries raised by the students at the end of the session. Ms. Siddhi Guinde, student of M.Com Part-I, proposed the Vote of Thanks. 42 students attended the lecture. Ms. Pooja Shanbhag, Asst. Professor in Commerce, PG Department, was in charge of the activity.








**Golden Jubilee Celebrations of Vidya Vikas Mandal**  
VVM's Shree Damodar College of Commerce & Economics, Margao, Goa



## Webinar on

# MOOCs-Moving from Consumers to Producers



**Speaker:-Mr. Ramrao Surya Wagh**  
Principal,  
Goa College of Theatre Arts, Kala Academy.

**Prof. Prita D. Mallya**  
Professor and Principal

**Mr. Gajanan B. Haldankar**  
Convenor, MOOCs Committee  
Contact no:- 9405587377

**Webinar Incharge**  
Ms. Seema Dharani  
Ms. Swati Bhat  
Ms. Akshada Hegde

**Date:- 4<sup>th</sup> December, 2020**  
**Time:- 12.00 pm – 1.00 pm**  
**Platform:- Google Meet**

**Organized by College MOOCs Committee**

**Registration Link:-** <https://forms.gle/XDFvbC1F2JvCvDZr7>  
*(\*Only for College Teachers)*

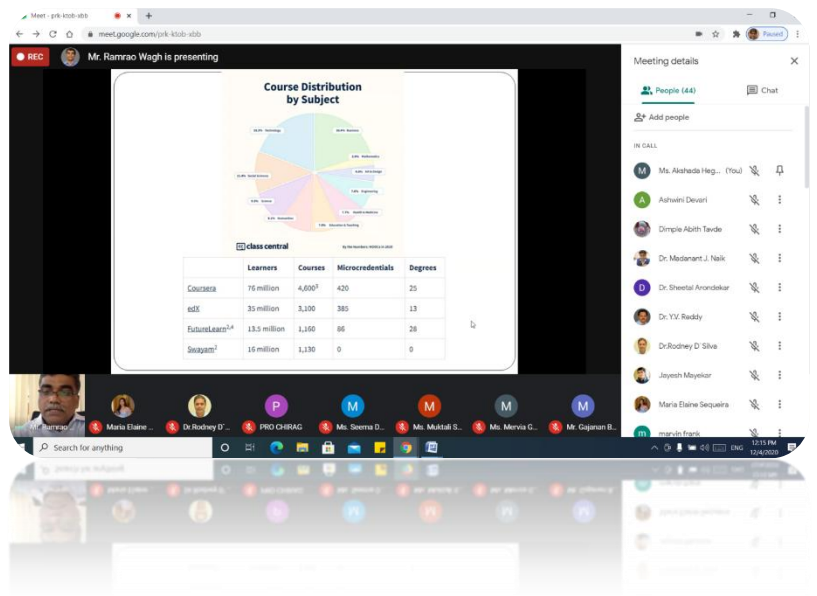
The MOOCs Committee organized a Webinar on the topic “MOOCs: Moving from Consumers to Producers” from 12:00 to 1:00 p.m. on 4<sup>th</sup> December, 2020 using the Google Meet platform. The Resource Person for the Webinar was Mr. Ramrao Wagh, Principal, Goa College of Theatre Arts, Kala Academy.

Principal Wagh began the session by giving inputs about MOOCs and the increasing demand for MOOCs during the pandemic - one third of the learners that ever registered on a MOOC platform joined in 2020. Looking at online teaching from the positive side, Mr.

Ramrao said that now teachers are ready to participate in anything related to online teaching as they now embrace technology.

Mr. Wagh mentioned the DHE initiative DISHTAVO, which is an online repository of UG/PG courses. He also mentioned the benefits of MOOCs for students and teachers in upgrading the required knowledge and skills. He suggested some good practices for the teacher to be a good MOOCs producer. Teachers can register on all MOOCs providers whether local or global and download the material and adopt it for blended and flipped learning.

At the end of the session, Principal Wagh suggested that all participants should take a course on Coursera ‘MOOC: How to make a MOOC?’



Ms. Akshata Hegde was the compere for the Webinar, Ms. Maria Elaine Sequeira introduced the Resource Person and Ms. Dimple Tavde proposed the Vote of Thanks. 53 students participated in the session.

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ESTD. 1971  
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VVM's Shree Damodar College of Commerce & Economics, Margao, Goa  
Career Cell in association with Placement Cell  
organises

VIDYA VIKAS MANDAL  
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WEBINAR  
CAREER PROSPECTS IN  
INSURANCE SECTOR"

SATURDAY,  
5<sup>TH</sup>  
DECEMBER  
2020

**MS. RUHI CHATIM**  
Development Officer Life Insurance  
Corporation of India

**DR. PRITA D. MALLYA**  
Professor and Principal

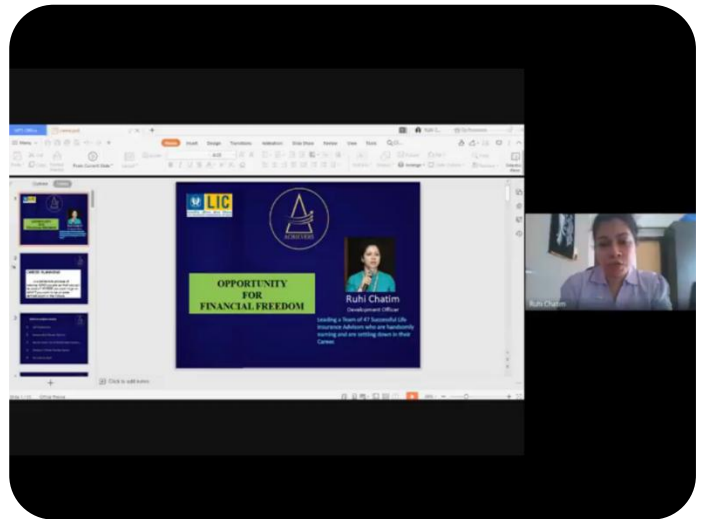
**MS. NAMRATA HALDANKAR**  
Convenor, Career Cell

**DR. MAITHILI NAIK**  
Convenor, Placement Cell

The Career Cell and the Placement Cell jointly organised an Online session on “Career Prospects in the Insurance Sector” on 5<sup>th</sup> December 2020 at 12 noon via Google Meet. The Resource Person for the session was Ms. RuhiChatim, Development Officer, Life Insurance Corporation of India.

The Resource person, Ms. Ruhi informed students that pursuing a career in insurance sector is highly beneficial. The best trait or skill required in this career is the speaking and convincing ability as insurance advisors have to help people to understand future needs and risk involved, channelizing their funds accordingly and provide retirement solution to people.

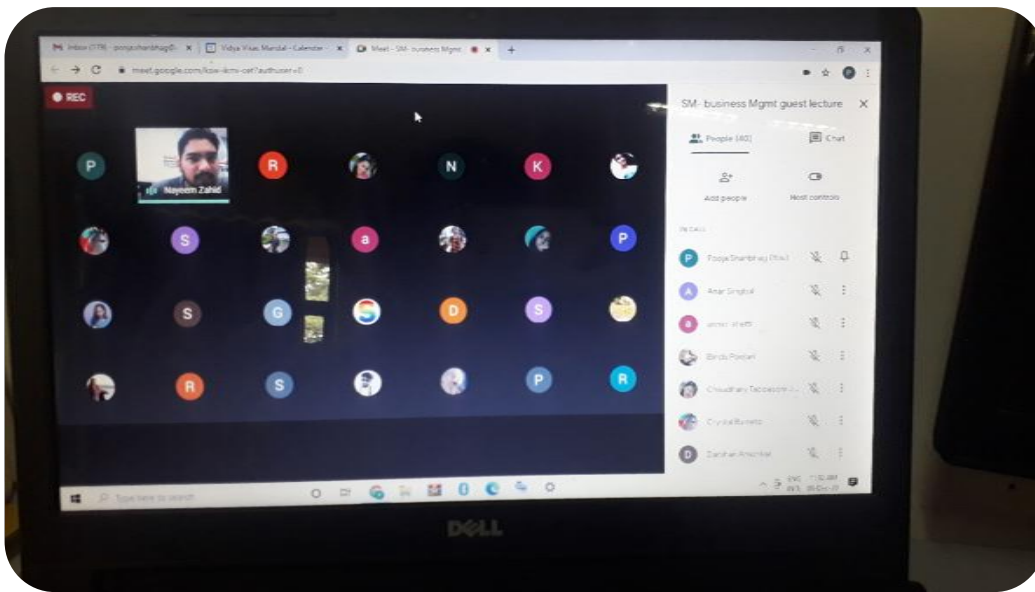
The session ended at 1.15 pm. 30 students participated in the session.



The PG Department organised an online Guest Lecture in the subject of 'Strategic Management' for M.Com students on 5<sup>th</sup> December 2020 from 11.00 am to 12.00 pm on the Google Meet platform. The Resource Person for the session was Mr. Nayeem Zahid, Business Development Manager, World Integrated Contracting Services, Saudi Arabia.



The session began with a brief introduction of the Resource Person. The Guest Faculty commenced the session



by explaining his personal struggle from acquiring visa clearance to getting placed at a reputed company in Saudi Arabia.

Mr. Zahid discussed his role as a Business Development Manager, his responsibility towards manpower handling and the strategy followed by the organization to survive in the competitive business environment of Saudi Arabia.

He also elaborated on the

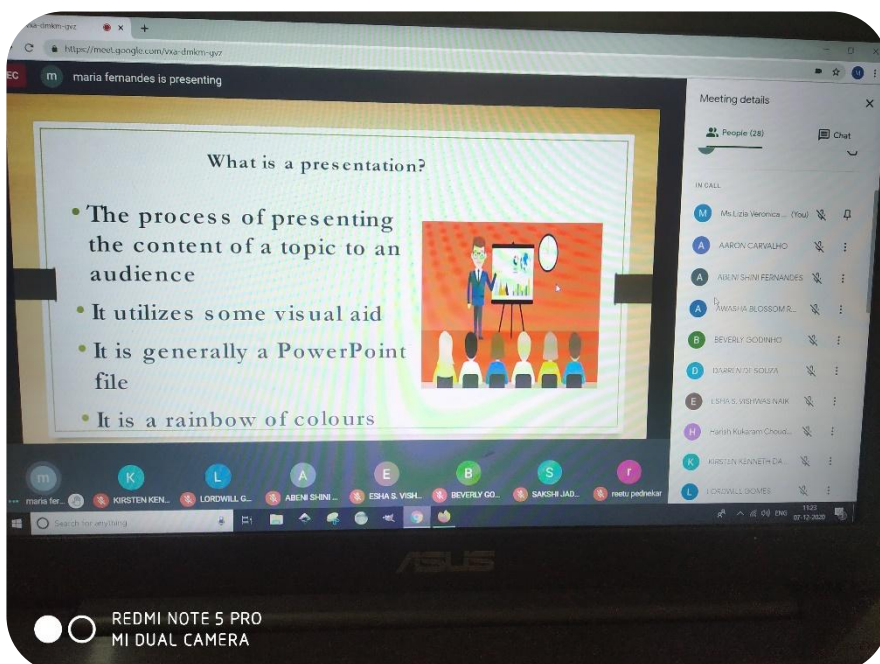
work culture, impact of changing rules and regulations on business, job market, employment opportunities and growth prospects for individuals in the industry. He further explained the negative impact and threat of Chinese firms on Saudi-based companies and how it affects their business.

The speaker addressed all the queries raised by the students at the end of the session. The students provided a very positive feedback about the guest lecture. It was an extremely enriching, informative and an interactive session. Ms. Tabassum Jahan, student of M.Com Part II proposed the Vote of Thanks. 40 students attended the lecture.

## Online Session on 'Presentation Skill'

7<sup>th</sup> December 2020

The Life Skills Committee organised an online session on "Presentation Skills" for First Year BBA(Financial



Services) students on 07<sup>th</sup> December 2020 from 11:00 a.m. to 01:00 p.m. using Google Meet platform. The main objective of the session was to provide a structured methodology for students to prepare and deliver an effective, high impact presentation. The Resource Person for the session was Ms. Maria Douglas Fernandes, Independent Consultant and a Trainer.

Ms. Sakshi Jadhav from FYBBA(FS) – B introduced the Resource Person. Ms. Fernandes started the session with a brief introduction on the topic. She further provided an elaborate explanation on the following topics:

- 1) What is a Presentation?

- 2) Why Better Presentation Skills are Important
- 3) 10 Common Presentation Mistakes.
- 4) Audience Profiling.
- 5) 3 Ps (Prepare, Practice and Present).
- 6) Time Management.

The session also laid emphasis on what is effective presentation, why we need presentation skills, how presentation skills help you connect with people, why presentation skills are important for students and how one can improve one's presentation skills. Ms. Maria Fernandes concluded the session by stating that presenting information clearly and effectively is a key skill in getting your message across.

43 students attended the session. Ms. Sanchia Patricia Da Costa from FYBBA(FS) – B proposed the Vote of Thanks. The session was compered and coordinated by Ms. Lizia V. Gomes, Assistant Professor in Commerce.

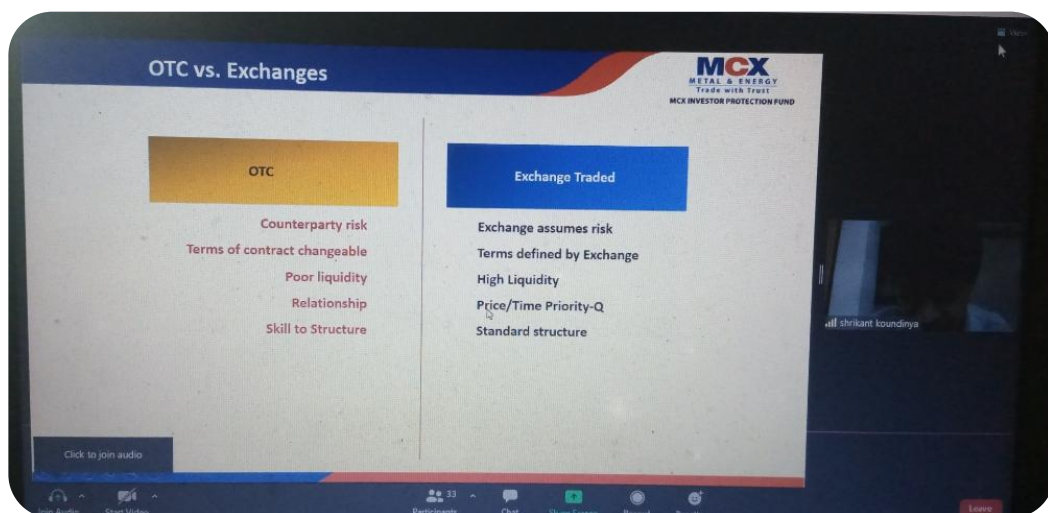
### Guest Lecture on 'Awareness about Commodity Derivative Markets in India'

7<sup>th</sup> December 2020

Asst. Prof. Abhinay Pai of the BBA(Financial Services) Department, organized an online Guest Lecture titled 'Awareness about Commodity Derivative Markets in India' for Third Year BBA(FS) students on 07<sup>th</sup> December 2020 from 12.00 p.m. to 01.15 p.m. via Zoom Meet platform.

Mr. Shrikant Koundinya, Head, Training & Education Department of Multi Commodity Exchange of India Ltd. (MCX) was the Resource Person. Mr. Shawn Menezes, student of TY BBA(FS) - A introduced the Resource

Person. Mr. Shrikant elaborated upon the concept of trading in commodities as a derivative instrument, types of commodities traded, risk exposure, factors pertaining to the growth of commodities trade. He emphasized on the use of screen-based trading terminal and demonstrated the live trading method to participants with examples,



to make the session informative and interesting. The objective of this lecture was to create awareness among students on Commodity Derivative trading as a part of an investment tool. At the end, Mr. Shrikant addressed the questions raised by teachers and students.

38 students of Third Year BBA(FS) from Division A & B attended the session. Asst. Prof. Abhinay Pai proposed the Vote of Thanks.

### Guest Lecture on New Venture Planning

9<sup>th</sup> December 2020





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ESTD - 1971  
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**VVM's Shree Damodar College of Commerce & Economics, Margao, Goa**  
Department of Commerce & Management  
organises





**MR. ASHWIN KUNKOLIENKAR**  
LIFESTYLE GROUP, GOA

## Guest Lecture on Planning for New Venture

**WEDNESDAY, 9<sup>TH</sup> DECEMBER 2020**

**AT 12.00 NOON**

Prof. Prita D. Mallya  
Principal

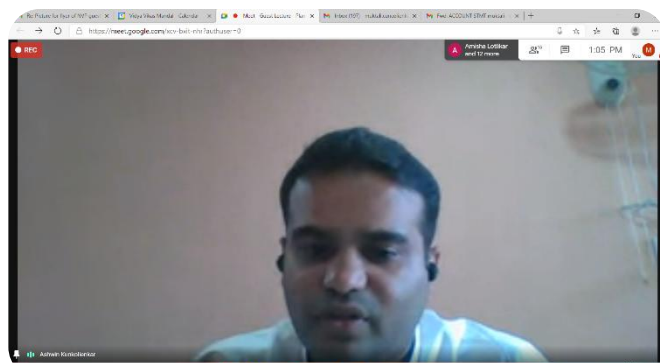
Ms. Namrata Haldankar,  
Ms. Mukta Kunkolienkar,  
Ms. Daksha Cuncolienkar  
Teacher Incharge

The Department of Commerce and Management organised a Guest lecture in the subject of New Venture Planning for the students of SY B.Com on 9<sup>th</sup> December 2020. Mr. Ashwin Kunkolienkar, Lifestyle Group was the Resource Person for the session. Mukta Cuncolienkar, Assistant Professor in Commerce introduced the Resource Person.

Mr. Ashwin began the session by explaining his entrepreneurial journey. In his session, he explained the various factors to be considered for setting up a business.

He spoke about the business plan and its importance. He also threw light on marketing mix, importance of marketing, various sources of finance and how to generate a business idea. He highlighted the concepts of profitability and building customer loyalty and importance of customer satisfaction in business. During the interactive session, he gave some of the practical examples of the business ideas developed by few engineering students from Goa. Students also shared some of their business ideas with the Resource Person.

It was an interactive session and the Resource Person addressed the queries raised by the students. The session was conducted through Google Meet platform with 20 students attending the session. Daksha Kunkolienkar, Assistant Professor in Commerce proposed the Vote of Thanks.





## Golden Jubilee Celebrations of Vidya Vikas Mandal

VVM's Shree Damodar College of Commerce & Economics, Margao, Goa

### Placement Cell

organises

## A SESSION ON ANSWERING MBA AND BANK ENTRANCE EXAMS

Wednesday, 9th December 2020  
12.00 noon to 1.00 p.m.

**Resource Person:**  
**Mr. Malcolm Dias, Director, TIME Institute, Goa**

**PROF. PRITA D. MALLYA**  
*Principal*

**DR. MAITHILI NAIK,**  
*Convenor, Placement Cell*

The Placement Cell organized a session on 'Answering MBA and Bank Entrance Exams' on Wednesday, 09<sup>th</sup> December, 2020 from 12:00 to 1:00 pm via Google Meet. Student volunteer, Ms. Neebha Ghodge introduced the Resource Person, Mr. Malcolm Dias - Director at T.I.M.E. Institute. 80 students attended the session.

Mr. Dias commenced the session by giving students an insight into the highly coveted career options in Banking and Administration that they can choose after their graduation. He explained how the year 2021 would bring a big job rush in the Banking Sector, and suggested that 2020 being the year of the pandemic, is an ideal year to devote for the preparation of CAT/XAT and other MBA Exams.

Mr. Dias discussed in detail each of the sections involved in competitive exams and shared some tips and tricks of preparing for the same. He urged the students to cultivate the habit of reading so as to be swift enough in reading passages and lengthy questions and recommended that students keep themselves updated on current affairs.

He concluded by encouraging students to approach him for further help with reference to books and mock interviews. The session was extremely enriching for the students.

The session ended with student volunteer, Ms. Amily Goes proposing the Vote of Thanks.

Guest Lecture on "Forensic Accounting: Consumer Frauds and Safety"

10<sup>th</sup> December 2020

The BBA(Financial Services) Department organized a Guest Lecture titled "Forensic Accounting: Consumer Frauds and Safety" in Fundamentals of Accounting course for FYBBA(FS) students on 10<sup>th</sup> December 2020 from 11:00 a.m. till 12:30 p.m via Google Meet. 54 students participated in the same. The Resource Person was CA UdesbVerenkar, Proprietor, Udesb V & Associates, Margao, Goa.



The Resource Person started the session by explaining the concept of forensic audit, elaborating upon how forensic audit is used for fraud detection. He opined that forensic audit is a vital instrument that helps in detection or investigation of various frauds and also provides evidences supporting the fraud. He also put forth the purposes and objectives for conducting forensic audit in a company.

Mr.Udesh explained consumer frauds by pointing out that there are two types of frauds that can be experienced by the consumer, viz. online frauds and offline frauds. He gave real life examples to explain the concepts of phishing, bait and switch fraud.



Ms. Sanchia Da Costa student of FYBBA(FS) B proposed the Vote of Thanks. The session ended at 12.30 pm after a Q&A round.

Online Tech Intellect Quiz

10<sup>th</sup> December 2020

**Golden Jubilee Celebrations of Vidya Vikas Mandal**  
**VVM's Shree Damodar College of Commerce & Economics, Margao, Goa**  
 Department of Computer Science

organises

**Online Quiz**

**Tech Intellect**

Quiz Link: \_\_\_\_\_

Receive E-Certificate with your Score

Dr. Prita D. Malhya  
Professor & Principal

Mr. Sunil Kumar  
HOD, Computer Science

Ms. Sweta Vernekar & Ms. Akshada Hegde  
Quiz Coordinator

The Department of Computer Science organized an Online Tech Intellect Quiz comprising basic questions about social media and information technology terms and current affairs in IT. The quiz was open from 30<sup>th</sup> November to 10<sup>th</sup> December, 2020. The objective of the quiz was to provide an Open quiz to all individuals in various age groups for information sharing and learning through the options provided in every question.

The Online Tech Intellect Quiz was successful in reaching out to 630 participants. The Quiz comprised of 20

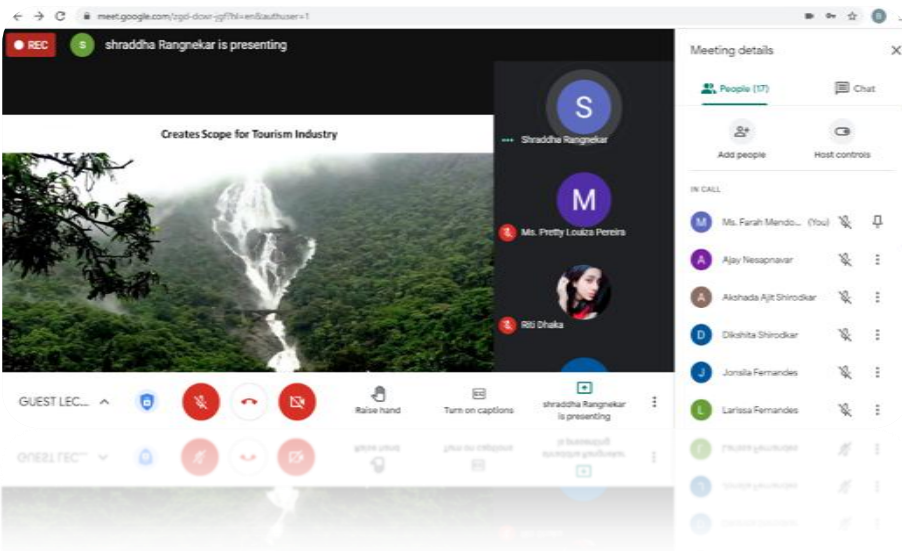
Questions and participants had to score 50% and above to attain an e-certificate with his/her score printed on the e-certificate. The score was displayed in a badge on the e-certificate.

Of the 630 participants, 587 scored above 50%. The Quiz was coordinated by Ms. Akshada Hegde and Mrs. Sweta P. ShetVerenkar.

Guest Lecture on “Sustainable Development of Economic Resources in Goa” 10<sup>th</sup> December 2020

The Department of Economics & Banking organised a Virtual Guest Lecture on 10<sup>th</sup> December 2020 from 12:00 to 1:00 p.m. for the students of SYB.Com on “Sustainable Development of Economic Resources in Goa”. Ms. ShraddhaRangnekar,a partner at MrugayaXpeditions and the Founder of Foundation for Environment Research and Conservation was the speaker for the session. 20 students attended the session.

Ms.Riti Dhaka, a student of SY B.Com introduced the Resource Person following which Ms.Rangnekar commenced the session where Sustainability and Resources were the key concepts of discussion. She stressed upon natural resources as the basic life support systems which form the basis as well as serve as drivers of growth in the economy.



Ms.Rangnekaralso examined the status of Goa’s economic resources while emphasising upon the concept of ‘Think globally and act locally’. Ms. Farah Mendonca was the compere for the session.Mr.MihirSuchak, a student of SY B.Com proposed the Vote of Thanks.

Farah Mendonca and Ms.Stesa Pereira coordinated the session.

Assistant Professors in Economics, Ms.

Guest Lecture on ‘International Marketing Management’ 11<sup>th</sup> December 2020





**Golden Jubilee Celebrations of Vidya Vikas Mandal**

**VVM's Shree Damodar College of Commerce & Economics, Margao, Goa**  
**Department of Commerce & Management**  
**Organises**  
**Guest Lecture on**





## 'International Marketing Management'

Friday, 11<sup>th</sup> December 2020  
From 10.00 to 10.45 a.m.



**MR. CICERO SILVA, DIRECTOR OF CRECIO IT INTERACTIVE OPC PVT. LTD.**

Prof. Prita D. Mallya  
Principal

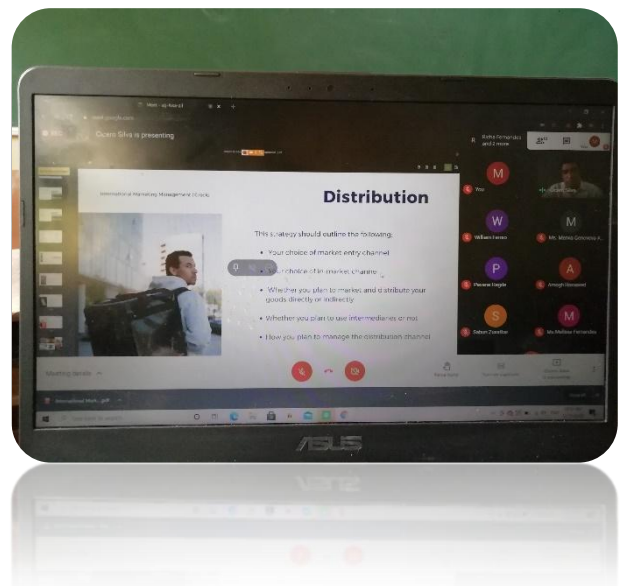
Dr. Shami Pai  
HOD, Commerce & Management

Ms. Meliissa Fernandes  
Teacher Incharge

The Department of Commerce and Management organised an online Guest lecture on International Marketing Management on 11<sup>th</sup> December 2020 from 10:00 to 10:45 a.m. for the Business Management students of TY B.Com. Thirteen students attended.

The compere for the session was Ms. Ipshita Singh, a student of TYB.Com. Mr. Amogh Honawad introduced the Guest Speaker Mr. Cicero Silva, Director of Crecio IT Interactive OPC Pvt. Ltd. The session began with Vice-Principal Dr. Rodney D'Silva welcoming the virtual gathering.

The Resource Person emphasized upon the setting up of an export strategy and the various benefits of international marketing. He also explained the various features of international marketing, trade fairs and exhibitions. The main objective of the session was to give students an insight into how to set up an export strategy. It was a very interactive and informative session. Mr. William Ferraro proposed the Vote of Thanks.

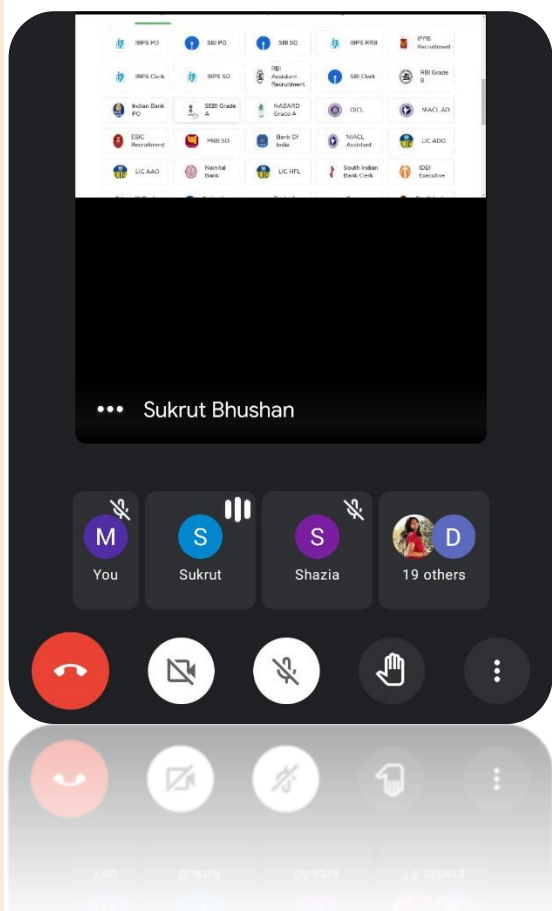


Webinar on "Opportunities in the Banking Sector"

14<sup>th</sup> December 2020



The Career and Placement Cellsorganised a Webinar on “Opportunities in the Banking Sector” on 14<sup>th</sup> December 2020 from12:00 to 1:00 p.m.in association with the SSE Institute for Central and State Government Examinations. The session was conducted virtually via Google Meet from 12:00 p.m. 27 students participated in the same.



Mr. Sukrut Bhushan was the Resource Person for the session. He started the session by highlighting the number of public sector bank branches and the various upcoming vacancies in these public sector banks. Mr. Bhushan stated that there are immense opportunities that are untapped in the banking sector, and Commerce students have wide scope for tapping these opportunities.

He informed the students that SSI institute provides classes for students to help them crack the online examinations. The institute provides training for Rs. 4,999/- but they offered a discount for the students of Shree Damodar College and they will be charged only Rs. 1,999/- per student. The time period of training is three months.

The session ended with the Q&A session. Students put forward their doubts and difficulties pertaining to applications for the public sector jobs, which the resource person answered to their satisfaction, which the resource person answered to their satisfaction.

**NSE Academy Certification in Financial Markets (NCFM) Online Examination**

14<sup>th</sup> December 2020

The BBA(Financial Services) Department of the College conducted the NSE Academy Certification in Financial Markets (NCFM) online examination in collaboration with the National Stock Exchange, Mumbai. The online examination was conducted in the Insurance Module and the Securities Market (Basic) Module on 14.12.2020 from 2:00 to 4:30 p.m. The College has an active MoU with the National Stock Exchange, Mumbai and is the authorized center to conduct the NCFM online examination.

40 SYBBA(FS) students enrolled for the online examination, of who 20 students enrolled for the Insurance Module and 20 students enrolled for the Securities Market (Basic) Module. 39 students appeared for the online examination. Ms. Manisha Arya secured 100% score and her outstanding performance was appreciated by the National Stock Exchange, Mumbai. Ms. Devyani Sirakaje and Ms. Manisha Bhasker secured 98.75% and 91.25% score respectively. 10 students passed the highly competitive online examination.

All students received e-certificates from NSE Academy. Mr. Mayuresh Adsul, Assistant Professor in Commerce, BBA(FS) Department was the in-charge faculty for conducting the online examination. He was assisted by the technical staff of the College and the online examination was conducted smoothly and successfully.

**Online Life Skills Session on ‘Presentation Skills’**

14<sup>th</sup> December 2020

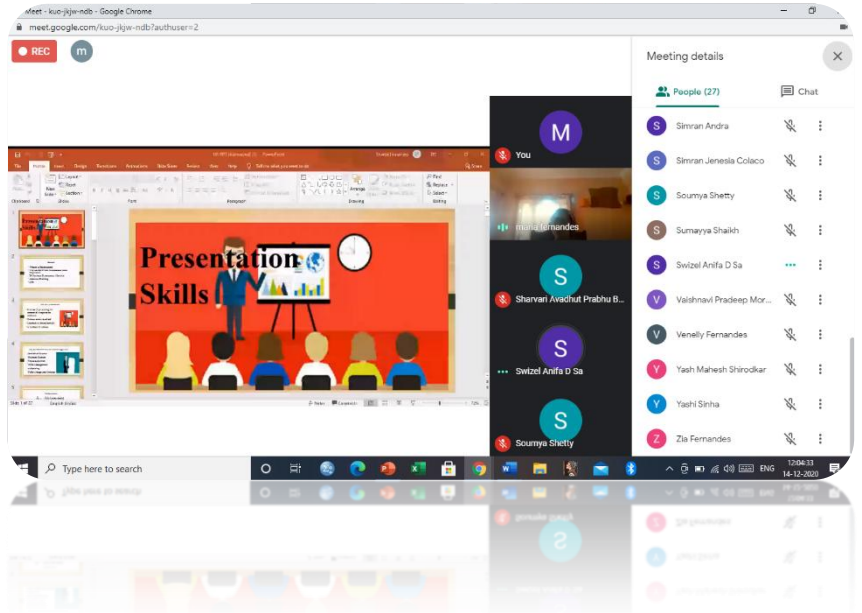
The Life Skills Committee of the College organised an Online Life Skills Session for First Year B.Com. Students on 14<sup>th</sup> December 2020 from 11:45 a.m. to 01:45 p.m. using the Google Meet platform. The topic of the session was “Presentation Skills”. The Resource Person was Ms. Maria Fernandes Independent Consultant.

Assistant Professor Ms. Pretty Pereira welcomed the Resource Person followed by the introduction of the resource person.

Ms. Maria Fernandes covered different topics such as what is Presentation? Why are better Presentation Skills important? 10 common presentation mistakes, Audience Profiling and 3Ps of Presentation Skills.


Ms. Minoska Fernandes, student from FY B.Com B delivered the Vote of thanks.

In their feedback, the 33 students who attended, said they benefited immensely from the interesting and interactive session.



Guest Lecture on “Business Process”


15<sup>th</sup> December 2020



**50<sup>th</sup>**  
GLORIOUS YEAR OF  
SERVICE TO THE  
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VVM's Shree Damodar College of  
Commerce & Economics, Margao, Goa  
Department of Economics & Banking  
organises



## Guest Lecture on BUSINESS PROCESS


**Tuesday , 15<sup>th</sup> December 2020**  
**From 12.00 to 1.00 p.m.**

**Guest: Mr. Suresh Baliram Patil**  
**Chief Manager – Quality Management**  
**Siemens Ltd Verna**

**Prof. Prita D. Mallya**  
Principal

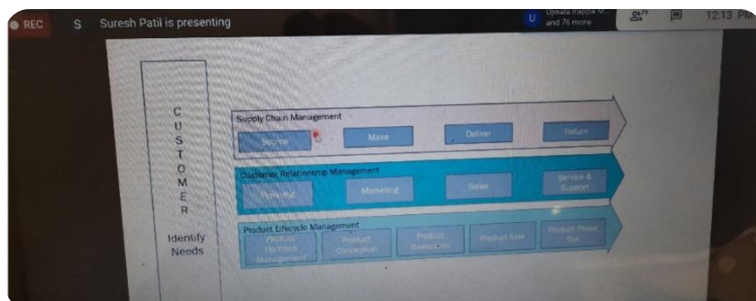
**Dr. Lira M. Gama**  
HOD, Economics & Banking

**Ms. Pretty Pereira**  
**Ms. Farah Mendonca**  
**Ms. Lizette D'Costa**  
**Mr. Shrikant Madar**  
Teacher Incharge



The Department of Economics & Banking organized a guest lecture on “Business Process” in the subject of Microeconomics on December 15, 2020 from 12.00 to 1.00 p.m. through Google Meet. The resource person for the session was Mr. Suresh Baliram Patil, Chief Manager- Quality Management, Siemens Ltd, Verna. The session began with the introduction of the speaker by AnupriyaAchari, a student from FY B.Com. Mr. Patil

began the session with highlighting the basic concepts of business and process. As he says “Business starts with the customers who identify their needs and then business tries to fulfill those demands”. Further, he touched upon various processes such as Product Life Cycle Management, Customer Relationship Management, Supply Chain Management, Human





Resource Management and Management Processes. He also illustrated in detail the various aspects of support processes in the organization. At the end of the session, FY B.Com student Saurabh Siravi, delivered the vote of thanks. 92 students attended the session.

Webinar on 'Cancer Prevention and Healthy Lifestyle'

15<sup>th</sup> December 2020



SANJEEVANI - LIFE BEYOND CANCER

IN ASSOCIATION WITH

VVM'S SHREE DAMODAR COLLEGE OF COMMERCE & ECONOMICS

WELCOMES YOU TO A WEBINAR ON

# Cancer Prevention and Healthy Lifestyle



SPEAKER:

Ms. SAYANIKA DEKA  
SENIOR PROGRAM EXECUTIVE,  
SLBC

**Date: 15th  
December, 2020  
Time: 12:00P.M.  
- 1:30 P.M.**

**ORGANIZERS:  
COUNSELING CELL,  
VVM'S SHREE DAMODAR  
COLLEGE OF COMMERCE  
& ECONOMICS**

**Join us on Zoom**

**Meeting ID: 839 0776 2090**

**Passcode: 560072**

**E-CERTIFICATE WILL BE PROVIDED**



**ALL ARE WELCOME**

**LET'S JOIN HANDS AND BEAT CANCER TOGETHER!**

The Counselling Cell in association with Sanjeevani: Life Beyond Cancer, organised an Online webinar on Cancer Prevention and Healthy Lifestyle on 15<sup>th</sup> December, 2020 from 12:00 to 1:20 p.m through the Zoom Meeting app.

Vice-Principal Dr. Rodney D'Silva welcomed the gathering. Before beginning the session, the Sanjeevani team streamed a small video on Cancer and how it has affected the lives of millions of people. The Resource Person, Ms. Sayanika Deka, gave a brief summary of what the organisation does, what are the activities it conducts and how one can get in touch with them.

The Resource Person with the help of a presentation, shed light on what cancer is and how it can affect an individual. She spoke in detail about the risk factors of cancer, different types of cancer and how it can be treated. She gave us an insight on how we can prevent cancer. She also focused on how as individuals, we can help people fight this deadly disease.

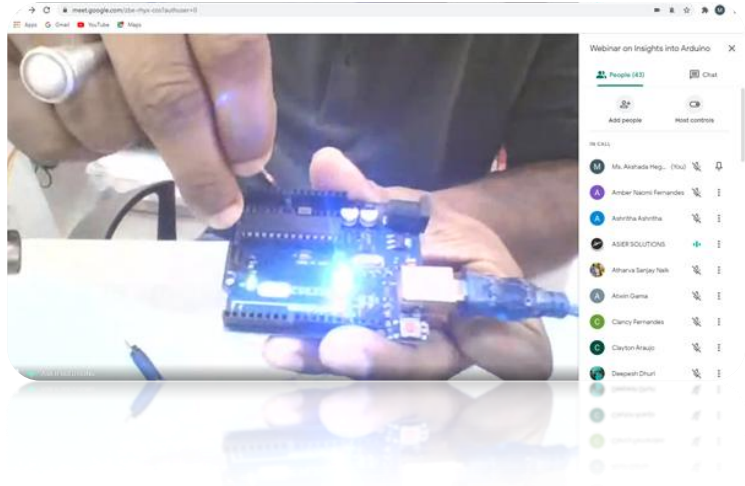


At the end of the session a quiz was put up for the participants. Ms. Senelda Lopes, student of SYBCom proposed the Vote of Thanks. The webinar ended at 1:20 p.m.

Industry Interaction Session

16<sup>th</sup> December 2020

The Department of Computer Science conducted an Industry Interaction Session (Webinar) in the subject ‘Computer Organization and Architecture’, on December 16, 2020, between 10:00 - 11:00 am for the students of FYBCA through the Google Meet platform. The Resource Person for the event was Mr Ketan Naik, Project Head, Asier Solutions (OPC) Pvt. Ltd. The topic of the session was ‘An Insight into Arduino’



Asier is a STEM (Science, Technology, Engineering, and Maths) based Ed-TECH company which aims to foster innovations through technology and focusing on the same, the company imparts practical knowledge through their first commercialized educational DIY- Kits “ROBOKITS” through various workshops and trainings. Mr Ketan works for Asier Solutions and has hands-on experience in several IOT and Arduino projects. The session began with Mr Ketan explaining the various components of the Arduino Board. He also familiarised the students with the programming IDE for Arduino before starting with live demonstrations. Mr Ketan provided the students with live demonstrations with regard to a home lighting project. Towards the end he engaged the students in an interactive session wherein students got an opportunity to clear their queries regarding study material available to develop their knowledge further in this technology.

55 students of FYBCA attended the session

Webinar on “Digital Trends: Transforming HR Practices”

17<sup>th</sup> December 2020



**VIDYA VIKAS MANDAL**  
ESTD. 1971

50<sup>th</sup>  
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VVM's Shree Damodar College of Commerce & Economics, Margao, Goa

**BBA(Financial Services) Department**

organises



**WEBINAR ON**

# “DIGITAL TRENDS: TRANSFORMING HR PRACTICES”

**Day & Date:**  
Thursday, 17th December 2020  
**Time: 12:00 noon to 01:00 p.m.**

**MR. RAVI REBELLO**

Head of HR for CommScope India & SAARC



**Ms. Cinola T. Vaz**

PROGRAMME COORDINATOR

**Ms. Lizia V. Gomes**

WEBINAR COORDINATOR

**Prof. Prita D. Mallya**

PRINCIPAL



The BBA(Financial Services) Department organised a Webinar on “Digital Trends: Transforming HR

Practices” on 17th December 2020 from 12:00 noon to 01:00 p.m. using Google Meet platform. The objective of the webinar was to help students understand the shift towards digital HR. The resource person for the webinar was Mr. Ravi Rebello, Director HR, CommScope India & SAARC.

At the outset, Dr. Rodney D’Silva, Vice-Principal of the College welcomed the resource person followed by the introduction of the resource person by Mr. Kirsten Kenneth Da Costa from FY BBA(FS).

Mr. Ravi Rebello commenced the webinar with a brief introduction on Digital HR followed by an elaborate explanation on the following topics:

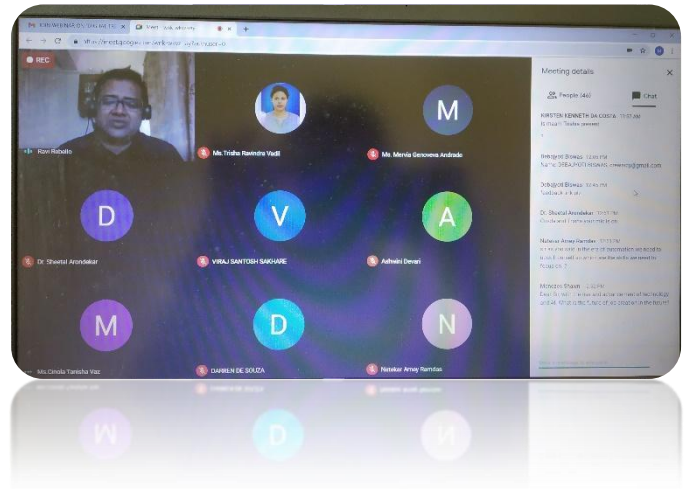
What is Digital HR?

Covid-19 and its impact on organizations

Digital HR trends 2021 and beyond

Practical examples of digital HR


Mr. Rebello emphasized on talent acquisition maturity model on boarding, talent connection cloud (supporting the employee life cycle), CommScope fast facts and digital HR journey-Dave Ulrich. He concluded the webinar by mentioning that to compete effectively, start with shifting your perspective. However, by promoting transformation and digital HR, it is possible to



understand how much technology can improve the workflow of the people throughout business, and free up valuable time that can be dedicated to core activities. The webinar ended with question and answer session, wherein Mr. Ravi Rebello ably answered all the questions raised by the participants.

Overall, the webinar was very interactive, interesting and successful; the participants provided a very positive and motivating feedback for the same.


The College received a total of 63 registrations, and 52 participants attended the webinar, which ended at 01:00 p.m. with the vote of thanks delivered by Mr. Darren De Souza from FY BBA(FS)-A. Assistant Professor Ms. Trisha Vadil compered the session, which was coordinated by Assistant Professor Ms. Lizia V. Gomes.



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VVM's Shree Damodar College of Commerce & Economics, Margao, Goa  
Department of Economics & Banking

*organises*




## Guest Lecture on

# COMPONENTS OF BUSINESS ENVIRONMENT

**Thursday, 17<sup>th</sup> December 2020**  
**From 12.00 to 1.00 p.m.**

*For SY B.COM Students of Business Environment*



**Ms. Rochila D'Costa**  
Manager, Corporate Strategy-Market Excellence  
Mindtree, Bangalore.

**Prof. Prita D. Mallya**  
Principal

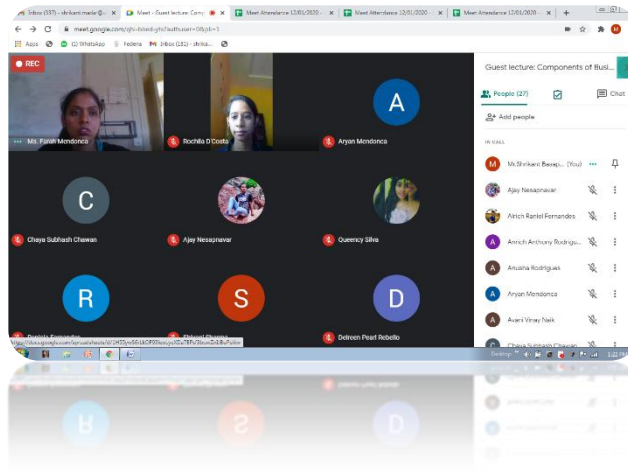
**Dr. Lira M. Gama**  
HOD, Economics & Banking

**Ms. Farah Mendonca**  
**Mr. Shrikant Madar**  
Teacher In charge

The Department of Economics & Banking organized a virtual Guest Lecture for the students of SY B.Com on 'Components of Business Environment' on 17<sup>th</sup> December, 2020 from 12.00 to 1.00 p.m. Ms. Rochila D'Costa, Manager, Corporate Strategy-Market Excellence at Mindtree, Bangalore was the speaker for the session. 53 students attended the session.

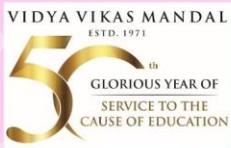
Ms. Queency Silva a student of SY B.Com introduced the Resource Person. The Macroeconomics of Business Environment was the key theme of the discussion. Ms. Rochila emphasized the importance of PESTLE analysis for every business in the Indian Economy. She further explained in detail the political, economical, socio-cultural, technological, legal and environmental landscape by taking up relevant case studies of companies like Amul, Paytm, Netflix, L&T Construction, the Lehman Brothers, etc, under each landscape. She also highlighted upon the working of the business cycle and its impact on the economy.

Mr. Shrikant Madar was the compere for the session. The session ended with Ms. Farah Mendonca proposing the Vote of Thanks. Assistant Professors in Economics, Ms. Farah Mendonca and Mr. Shrikant Madar organised the Guest Lecture.





National Webinar on "Predictive Banking with Artificial Intelligence"

18<sup>th</sup> December 2020

*Golden Jubilee Celebrations of Vidya Vikas Mandal*  
 VVM's Shree Damodar College of Commerce & Economics, Margao, Goa  
**BBA(Financial Services) Department**



organises

## NATIONAL WEBINAR ON "PREDICTIVE BANKING WITH ARTIFICIAL INTELLIGENCE"

DAY & DATE: FRIDAY, 18TH DECEMBER 2020

TIME: 12:00 P.M. TO 01:00 P.M.

Resource Person: Mr. Hemant Palivela  
 Head of AI and Machine Learning at eClerx  
 Services LTD.



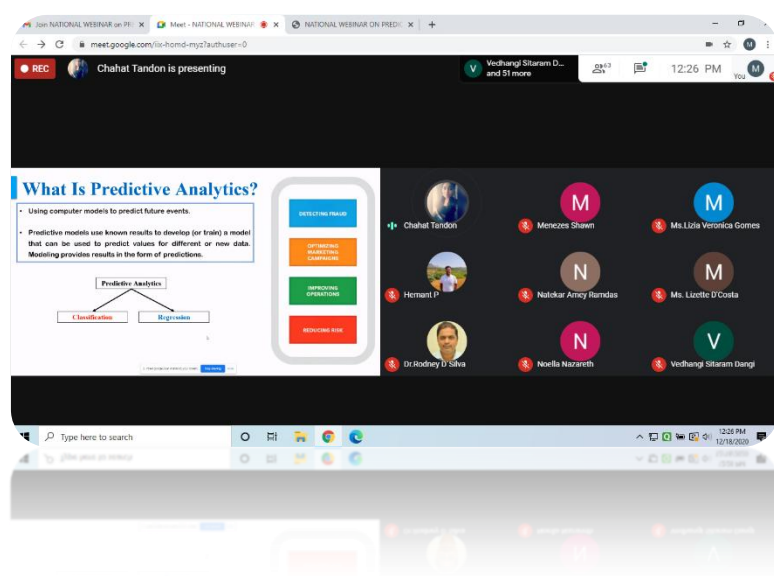
**PROF. PRITA D. MALLYA**  
 Principal

**MS. CINOLA T. VAZ**  
 Programme Coordinator

**MS. LIZIA V. GOMES**  
 Webinar Coordinator

The BBA(Financial Services) Department organised a National Webinar on "Predictive Banking with Artificial Intelligence" on 18<sup>th</sup> December 2020 from 12:00 noon to 01:00 p.m. using Google Meet platform and YouTube live streaming. The main objective of the webinar was to understand how Artificial Intelligence (AI) makes it possible for machines to learn from experience, adjust to new inputs, and perform human-like tasks. The resource person for the national webinar was Mr. Hemant Palivela, Head of Artificial Intelligence and Machine Learning at eClerx Services Ltd. Mumbai. eClerx Services Ltd. is a prominent and leading IT sector company in India, .

At the outset, Dr. Rodney D'Silva, Vice Principal of the College welcomed the resource person followed by the introduction of the resource person by Mr. Shawn Menezes from TY BBA(FS).



Mr. Hemant Palivela commenced the webinar with a brief introduction on Artificial Intelligence. followed by an elaborate explanation on leveraging of wholesale banking by use of predictive banking with AI, key challenges of predictive analysis in banking, and the effectiveness of automated machine learning in supplementing the efficiency of predictive banking. He also stressed upon the importance of case analysis in predictive banking, the significance and need of predictive banking,

especially in the context of turbulence. Mr. Palivela also spoke about retention and credit scoring, fraud prevention and loan approval with the help of predictive banking.

Mr. Palivela was assisted by his apprentice Mr. Chahat Tandon.

Mr. Hemant Palivela concluded the webinar with the statement that predictive banking is certainly the most prominent digital transformation that has revolutionized the Indian banking sector. The webinar ended with a question and answer session.

Overall, the national webinar was very interactive, interesting and successful; the participants provided very positive and motivating feedback for the same.

131 participants attended the webinar (65 participants on Google Meet Platform & 66 participants on College YouTube Channel). The national webinar ended at 01:00 p.m. with a vote of thanks delivered by Ms. Sanchia Patricia Dacosta from FYBBA(FS) - B. Ms. Lizia V. Gomes, Assistant Professor in Commerce compered and coordinated the session.

Participation at Annual Career and College Fair

20<sup>th</sup> December 2020



## VVM's Shree Damodar College of Commerce & Economics Margao Goa



The College participated in the 4th Edition of the Annual Career and College Fair, 2020-2021 organized by Sunshine Worldwide School, Old Goa on Sunday, 20<sup>th</sup> December 2020 from 09:30 a.m. to 01:00 p.m. The fair was organized virtually through Microsoft Teams platform. Faculty members of the B.Com, BCA, BBA(Financial Services) and B.Voc.(Software Technologies) programs participated in the virtual fair and showcased the highlights of the College and the respective programs through video presentations, PowerPoint presentations, group and one-to-one counselling, and an online brochure.

The virtual event was organized to showcase the academic programmes at several educational institutes of repute, in India and abroad and aimed at creating awareness among the students. It consisted of two parts, i.e., the first part consisted of a Webinar during which each participating institute was allotted a time space of five minutes for presentation to all the students while in the second part, the participating institutes moved to their respective channels on Microsoft Teams and interacted with the interested students individually and in groups. The virtual event was very successful and several educational institutes, students, and parents participated in the same.

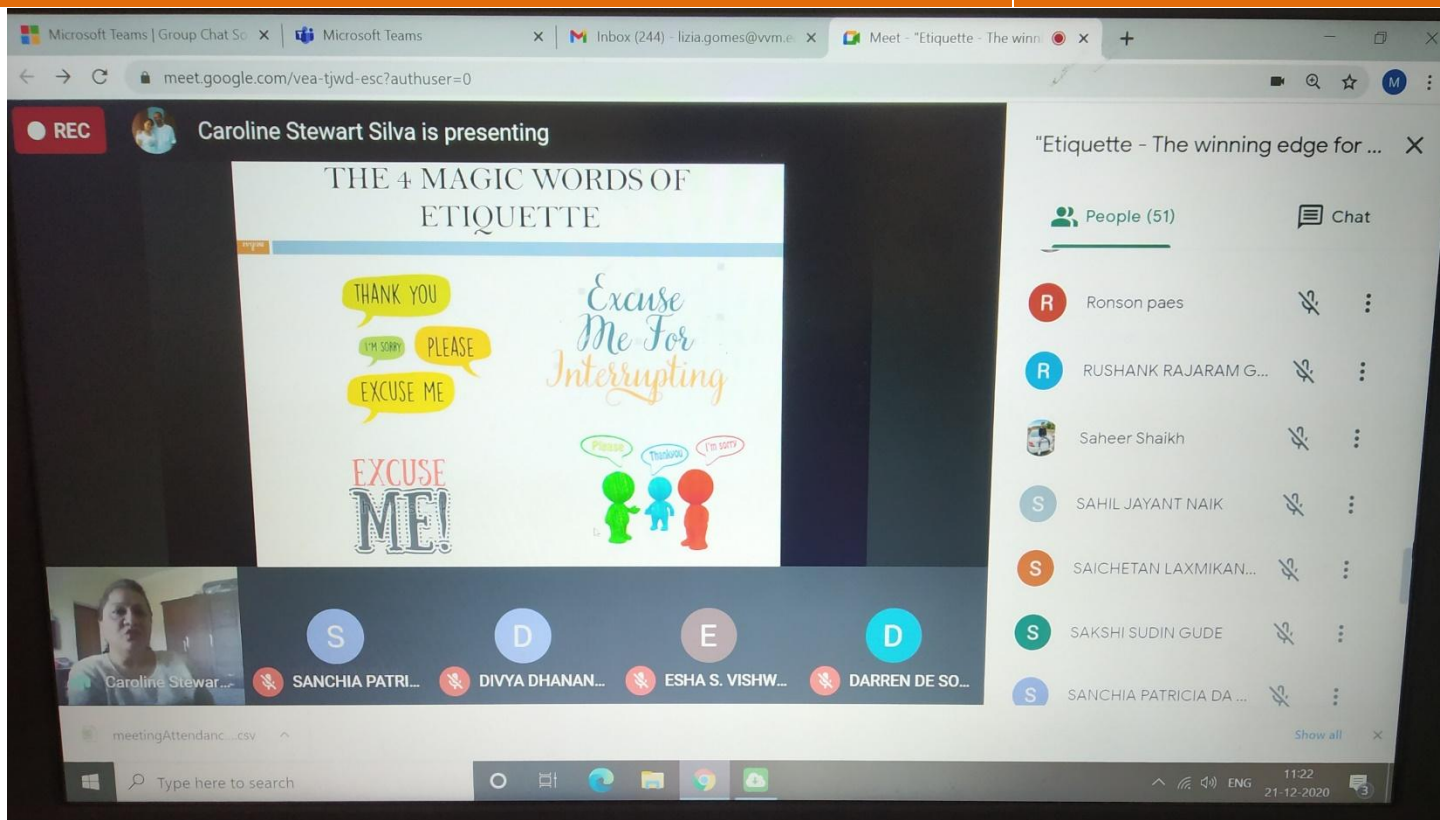
The following faculty members represented the College and the respective academic programs, namely, Dr. Edwin Barretto, Mr. Sumit Kumar, Ms. Cinola Vaz, Mr. Mayuresh Adsul, Ms. Sweta Verenkar and Mr. Swapneel Naik. Asst. Prof. Mayuresh Adsul created the promotional video and provided the voiceover, while



Ms. Venisa D'Costa, Lab Instructor designed the promotional PowerPoint presentation and online brochure.

Session on "Etiquette – The Winning Edge for Success"

21<sup>st</sup> December 2020



The Life Skills Committee of the College organised an Online Life Skills Session as a part of 30 Hours Certificate Course for First Year BBA(Financial Services) Students on 21<sup>st</sup> December 2020 from 11:00 a.m. to 01:00 p.m. using the Google Meet platform. The topic of the session was "Etiquette – The Winning Edge for Success".

**The learning objectives of the session were:**

- 1) To introduce students to business etiquette
- 2) To familiarize students with dress and grooming in a formal set up
- 3) To explain the importance and the use of courtesy
- 4) To introduce e-mail etiquette, telephone manners and overall conduct at the place of work.

The resource person for the session was Ms. Caroline Stewart Silva, Professional Life Coach. Assistant Professor Ms. Lizia V. Gomes welcomed the resource person followed by the introduction of the resource person by Ms. Sanchia Patricia Da Costa from FYBBA(FS) - B.

Ms. Caroline Stewart Silva commenced the session with a brief introduction on the topic Etiquette. She further provided an elaborate explanation on the following topics:

- 1) What is Etiquette?
- 2) The four magic words of etiquette
- 3) The importance of etiquette and manners
- 4) Types of etiquette (Social Etiquette, Corporate/Business Etiquette and Online Etiquette)
- 5) Why Social Etiquette
- 6) Common slip-ups we often make

The session also laid emphasis on etiquette in college, e-mails and cell phone etiquette, dress for success-women, and dress for success-men. She also narrated some examples of good and bad etiquette.



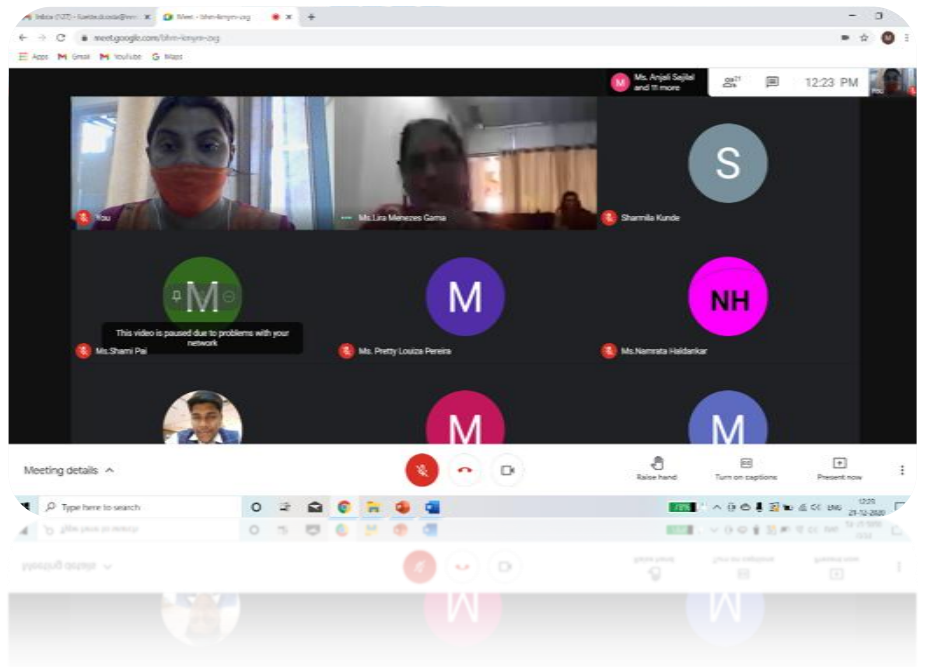
Ms. Caroline Stewart Silva concluded the session by stating that etiquette is about considering the feelings of other people, and being the kind of person that others will like and respect.

58 students attended the session. The session ended at 01:00 p.m. with a vote of thanks delivered by Mr. Darren De Souza from FYBBA(FS) - A. The session was compered and coordinated by Ms. Lizia V. Gomes, Assistant Professor in Commerce. Ms. Caroline Stewart Silva appreciated the active participation of the students in the form of posing several questions and keenness to learn. The students appreciated the efforts of the resource person and they benefited immensely from the session. Overall, the session was very interesting and interactive.

Paper Presentation on ‘Industry 4.0/5.0 - Getting Our Graduates Ready’

21<sup>th</sup> December 2020

The Research Cell and Faculty Development Committee organized a presentation by Ms. Sharmila Kunde on December 21, 2020 from 12:00 to 12:30 pm via Google meet. The title of the presentation was “Industry 4.0/5.0 - Getting Our Graduates Ready”. The session began with a welcome address by Dr. Lira M. Gama, Convenor of the cell.



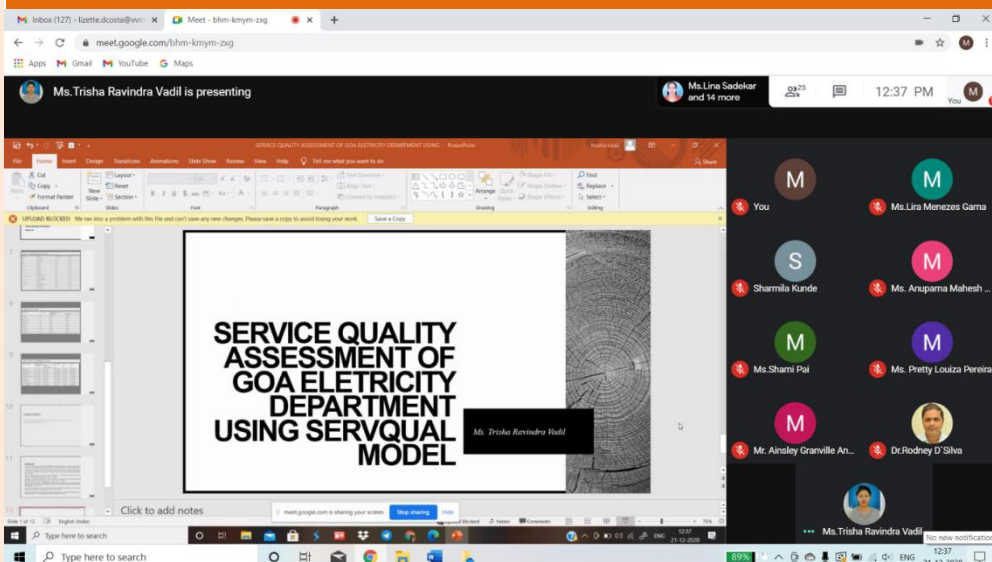
The speaker started the presentation by focusing on the importance of Industrial Revolution (IR) 4.0 and 5.0

and proceeded by emphasizing the role of industries that will drive the change. The presentation also highlighted the changes that will be brought in by the new revolution and its effect on job prospects.

Further the presentation stressed on the need of adoption of IR 4.0 in India, important qualification & skill requirements, initiatives taken by the Government and role of Higher Education Institutions in planning and providing skill-based courses based on the requirement of the industrial sector. 21 faculty members attended the session.

Paper Presentation on “Service Quality Assessment of Goa Electricity Department using SERVQUAL Model”

21<sup>st</sup> December 2020



The Research Cell and Faculty Development Committee organized a presentation session by Ms. Trisha Vadil on 21<sup>st</sup> December, 2020 from 12:30 to 1:00 pm via Google Meet. The title of the paper was “Service Quality Assessment of Goa Electricity Department using SERVQUAL Model”. The

session began with a welcome address by Dr. Lira M. Gama, Convenor of the Cell.

The paper reviewed the service quality of Goa Electricity Department. The paper deliberated on the estimation of the consistency of the service using a 10-dimensional SERVQUAL model of five objects each. Tangibility, empathy, reliability, responsiveness, communication, security, accessibility, credibility, competence and assurance are the 10 dimensions considered.

23 faculty members attended the session.

### Online Certificate Course on 'Fundamentals of Digital Marketing'

23<sup>rd</sup> December 2020

21 Second Year BBA(Financial Services) students completed an online certificate course 'Fundamentals of Digital Marketing' from 08th November to 23<sup>rd</sup> December, 2020. The Online Certificate Course comprised 26 modules spread across 40 hours and is accredited by the Interactive Advertising Bureau (IAB), New York. It was offered by Google through their 'Google Digital Unlocked' platform. The content of the online certificate course was offered in the form of bite-sized video tutorials followed by a quick quiz.

The Course was offered to the students with the following objectives, viz., to enhance the knowledge of the students by focusing on the related practical aspects, to add value to the students' undergraduate degree and to expand employment opportunities for students. The students completed the online certificate course after passing an online examination comprising 40 questions. They received e-certificates from Google Digital Unlocked on their registered e-mail IDs. Mr. Mayuresh Adsul, Assistant Professor in Commerce, BBA(FS) Department was the faculty in-charge for the same.

### Christmas Celebration

25<sup>th</sup> December 2020

**Golden Jubilee Celebrations of Vidya Vikas Mandal**

VIDYA VIKAS MANDAL  
ESTD. 1971  
50<sup>th</sup>  
GLORIOUS YEAR OF  
SERVICE TO THE  
CAUSE OF EDUCATION

VVM's Shree Damodar College of Commerce & Economics, Margao, Goa

**RECREATION CELL**

*presents*

**Christmas Fiesta**

*Christmas comes once a year, so let's get ready for some holiday cheer! The Recreation Cell brings you 'Christmas Fiesta' to celebrate Christmas and pave the way for a prosperous and happy New Year!*

*Join in on 23<sup>rd</sup> December 2020 to participate in the festivities! Tidings and Tinsel (Offline Competitions) will begin at 10:30 a.m. which will be followed by a virtual programme on Google Meet at 12:15 p.m. The Celebration will be wrapped up (quite literally) with a surprise at the end by your Secret Santa!*

*Dress Code: Red, White, Silver and Green*

*For queries contact:  
Ms. Stesa Pereira  
Mr. Shrikant Madar*

The Recreation Cell organised 'Christmas Fiesta' on December 23, 2020 for all Teaching and Non-Teaching



Staff, to celebrate Christmas and pave the way for New Year. The celebration consisted of 'Tidings and Tinsel' (Offline Competitions- Christmas Greeting Card Making and Christmas Wreath Decoration) which commenced at 10:30 a.m. followed by a virtual programme on Google Meet at 12:15 p.m. Ms. Stesa Pereira was the compere for the programme. At the outset, the Vice-Principal, Dr. Rodney D'Silva addressed the gathering. Mr. Mayuresh Adsul then encapsulated the essence of the festival



through his speech on Christmas. This was followed by a game where the participants had to guess the name of the Christmas Carol played through an audio clip. Mr. Sandesh Gaonkar was the winner for this game. A live virtual Christmas Quiz was organised on the Nearpod App for which the winner was Mr. Mayuresh Adsul. The virtual programme came to an end with Mr. Shrikant Madar announcing the winners of 'Tidings and Tinsel', the offline competitions which were as follows:

Christmas Greeting Card Making- 1<sup>st</sup> place: Ms. Lizette D'Costa, 2<sup>nd</sup> place: Mr. Mayuresh Adsul  
Christmas Wreath Decoration- 1<sup>st</sup> place: Dr. Lira M. Gama and Ms. Lizette D'Costa.

*Dear Readers,*

*As always, at Shree Damodar College, the emphasis is on the holistic development of students and adapting to the changing needs of society in general and our students in particular.*

*We are delighted to present the reports of activities in this edition of the E-Newsletter, with the College reaching out to students by way of webinars, quizzes and other innovative activities on a wide range of topics.*

**Ms. Samiksha S. Vengurlekar**  
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**Dr. Prita D. Mallya**  
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