

Guest Lecture on “Rudiments of IPR”

Date: 18/10/2022

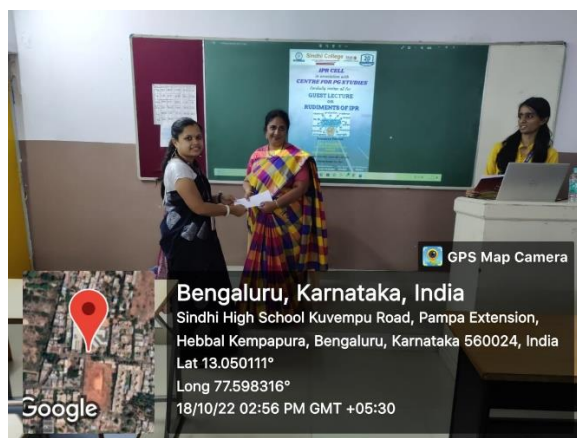
Time: 2.00 pm

Venue: Room No. 403, Sindhi College

No. of Participants: 25

Resource Persons: Dr. N Sandhya, Professor, Sindhi Institute of Management.

IPR (Intellectual Property Rights) is one of the key concern area for India as the new economy is globalised, competition is not confined to national boundaries and with web based global marketing competitiveness is shifting to knowledge based production (High Technology and Specialist skills). Understanding the global need and importance of IPR, Centre for PG Studies in association with IPR Cell organised a guest lecture on “Rudiments of IPR” on 18th October 2022 at 2.00pm. Dr. N Sandhya, Professor, Sindhi Institute of Management was the resource person. 25 students from 2nd semester M.Com and M.Com(FA) attended the program.



Dr. Sandhya started her talk with the history of IPR in India, explained about the basic concept of Intellectual Property (IP) and Intellectual Property Right (IPR). Further she elaborated on the various elements of IPR like patents, trademarks, copyrights, and geographical indications. At the end, she briefly introduced various mechanisms to describe and protect IP. The session was very useful to students as they became aware for importance of IPR. The session was ended with the interaction among the speaker and present students.

Workshop on “Data Analysis”

Date: 25/08/2022

Time: 9:30 am

Venue: Seminar Hall, Sindhi College

No. of Participants: 115 students from M.Com, M.Com (FA) and BBA

Resource Persons: Dr Madhu S, Invited professor, Tumkur University and Research and Academic Consultant.

On 25th August 2022, a Workshop on “Data Analysis “ was organised by Centre for PG Studies along with Research Committee Sindhi College for PG and UG students. The resource person was Dr Madhu S, Invited professor, Tumkur University. Total 55 students from 1st and 2nd year M.Com and M.Com (FA) and 60 students from BBA attended the program.

Dr Madhu S started the session with the basics of data analysis(Theory Part) that is what are the components in SPSS like Name, type, width, decimals, label, values,columns, align, measure, role and how to choose between Parametric and Non parametric tests. Second part of the session was all about practical aspects that is how to do data analysis in SPSS and steps to perform different tests like correlation, one way and two way anova, one sample T-Test, paired T-Test, Independent T-Test, Chi Square Test and Regression analysis.



The session was very informative and enhanced the students’ knowledge on Research and Data Analysis as it is being studied in the current semester.

National Level Seminar and Students paper presentation Context “Wissen” (22nd August 2022)

Centre for PG studies hosted “Wissen” for the first time in 2018, the idea was given by our former Principal and now director Dr. B S Srikanta. The main objective of “Wissen” is to share value-based knowledge to exhibit innovative ideas in the area of research. Every year, “Wissen” operates under some theme.

“Wissen 2022” National Level Seminar and Students paper presentation Context for students’ 2022 conducted on 22nd August 2022. It has extended its competition across the country under the theme of “Delving of Innovation in Commerce and Management, and it has received paper from other states also. Today we proudly announce that we received 62 papers from TN, Maharashtra and across the state. A total of 110 students both online and offline participated in this programme.

“Wissen 2020” team sincerely extends its gratitude to each and every one involved in this programme.

Dr. Sunil Rashikar from Presidency University gave the guidelines for the paper presentation. The competition has three tracks UG, PG and Online (both UG & PG) for the outside participant. Dr. Sunil Rashikar, Dr. Rajdeep Manwani and Prof. Sri Hari and Dr. Jubi were the Judges. The competition was designed to judge UG students and PG students as two different categories. Additionally, students from outside the city were enabled to participate through the online mode. Thus, this competition has 3 tracks, namely, UG, PG and Online.

The paper presenters of various UG and PG college students presented their research papers, in various topics with the time limit of 5+1 minutes each. There were 20 papers from UG and 42 papers from PG presented. The papers were valued by the chairpersons with 5 criterions that is originality, content, communication, presentation and overall, marked on a total for 50 marks.

In the valedictory function key proceedings were placed by Dr. Uma Maheswari, followed by the Best papers award for PG and UG with a cash prize of Rs.2, 000 were announced.

Ms Meena H and Aishwarya Shivakumar (PG) from MLA Academy of Higher Learning and Mr. Samiksha Singh and Mr. Subhanjan Bhattacharjee (UG) from Presidency College won “The Best Paper Award” and for the online presenter, The Best Paper award was given to Mr. M kanaga Subramanian and Mr. Sri Kanaga Varathavel from V O Chidambaram College, Thoothukudi.

For the second prize with Rs.1000 and third prizes the appreciation certificate were distributed to the following students:

II Prizes- Ms.Rakshitha B R (PG) from Department of studies & research in Commerce, Tumkur University, Tumkur

Mr. Rakshith B S & Ms.Rakshitha Y K (UG) from East West School of Business Management

For Online Mr. Bebilon Debbarma from Department of Commerce, Annamalai University

III Prizes-Mr. Dadapeer & Mr.Johar Azamulla and Yamuna V (PG) from Seshadripuram First grade College

Ms. M Nisa Ali (UG) from MLA Academy of Higher Learning

For online Mr. A R Rexson and Maria Dass Maclens K from V O Chidambaram College, Thoothukudi.

“Wissen” team sincerely extended its gratitude to each and every one involved in the programme. This competition helped the students to prepare and present the research paper.



Workshop on “Introduction to SPSS”

Centre for PG studies, organised online workshop on “*Introduction to SPSS*” on 30.5.2022. Dr. Senthil Kumar, Assistant Professor from Scott Christian College, Nagarcovil was the Resource Person. There were 11 participants from M.Com (FA). The workshop started with enter data in variable view and data view. The resource person described about the scaling techniques, data entry, data edit in SPSS and data transfer from excel. He practically explained how to do the data analysis. He taught statistical analysis such as descriptive, *Chi Square*, *T-test*, *F-test*, correlation and *Regression* using SPSS.



REPORT ON ENTERPRENUERSHIP

“A MIND SET – YOU CAN WIN”

The Department of commerce has conducted a guest lecture on Entrepreneurship and Innovation, titled “ENTERPRENUERSHIP: A MIND SET – YOU CAN WIN” for 500 B.com and 128 BCA students on 17th June 2022. The lecture was delivered by Dr. Shridharan Sharma, Director of Impact Institute of Management Studies, Bengaluru. Sir briefed on start-ups and gave an idea for how to become an entrepreneur by quoting live examples of young and successful entrepreneurs. He also covered the essential qualities to become a successful entrepreneur. During the session he suggested two books for reference to students “Think and grow rich- Napoleon hill” and “Ideas are your only currency- Rod Jidkins” During programme faculties of commerce department and the students of BBA and BCA departments were also present.

Programme was hosted by Prof. Pooja.D, welcome address by Prof. Raji N, guest profile addressed by Prof. Kirthana and the vote of thanks was proposed by Prof. Savitha NL of the Asst professors from Department of Commerce. At the end, the session was opened for Q&A, finally session ended successfully.



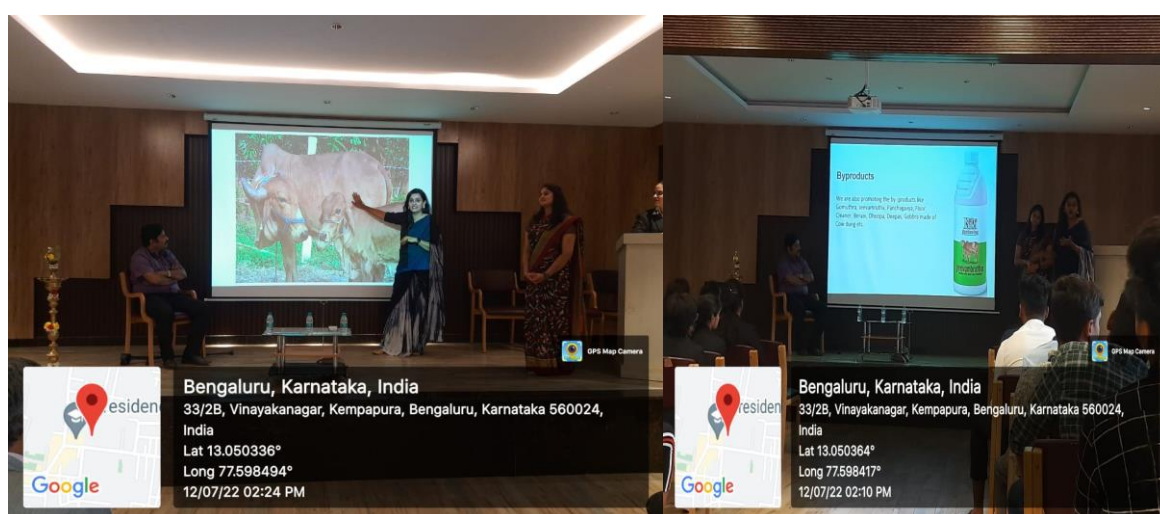
EDP workshop on “Ideas to Business”

Class : I M.Com and I M.Com(FA)
II M.Com and II M.Com (FA)

No. of Students :47 students

Sindhi College, Centre for PG Studies had organized an Entrepreneur Development Programme (EDP) Series-1, Episode-2 workshop on “Ideas to Business” for the students of I year M. Com, M. Com (FA) and II-year M. Com and M.com (FA) in Seminar Hall, on 12th July,2022 at 1.30 pm. The Speaker for the lecture was Ms. Divya Venkatesh and Ms. Shwetha Ravindranath, Founders and Directors of ISIRI Farms, Bengaluru.

Isiri first opened its doors only to their families and close friends, however the word spread fast and within a year they started delivering milk to 150 + houses in and around South Bangalore. We strongly believe in word of mouth and references but continuously thrive towards educating and creating awareness about pure and fresh milk. Today, Isiri is successfully able to penetrate into 500 + households and are catering to their daily essentials. We are working towards a sustainable module for the milk and dairy products as well. What’s special about Isiri is that they believe in offering only those products which they are ready to use for their family. Isiri A2 Milk is produced by Desi Cows which are loved, cared and nurtured. Our cows are given fresh fodder, clean water, dry grass and medicinal plants. Our milk is free from Preservatives and we do not give our cows any Hormones or Antibiotics and which makes it 100% natural. Isiri delivers fresh milk every day in a glass bottle which is reusable and recyclable. The bottles which are delivered to customers are collected back and go through a thorough sterilization process.



Ms.Divya Venkatesh’s talk on Business Ideas

EDP Workshop on “Ideas to Business”

Sindhi College, Centre for PG Studies had organized an Entrepreneur Development Programme (EDP) Series-1 workshop on "Ideas to Business" for the students of I year M.Com, M.Com (FA) and II year M.Com and M.com (FA) in Seminar hall, on 25th February,2022 at 2.00 pm. The Speaker for the lecture was Ms. Kavitha Prashanth, Founder of Tots and Moms Foods, Bengaluru.

Ms.Kavitha Prashanth, Founder of Tots & Moms Food Store started at 2014 with minimal investment. She started her business in a motive of healthy and nutrients foods for kids. She concentrated mainly on organic and millets foods for infants and kids. During her visit, She insights on business start ups both Pros and cons, certification methods, acquisition of Food Grade Certificates, Marketing strategies and International Food export process.

The students clearly comprehended that marketing strategies and quality are keys for success in today's global business.

