



Community Centre (R)

# Community Institute of Commerce And Management Studies

AFFILIATED TO BENGALURU CITY UNIVERSITY

#2/1,9th Main 2nd Block, Near Ashoka Pillar Jayanagar, Bengaluru – 560 011.

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## Gnana Darpan

Volume -1 | Issue 1 - 2020-21

*Courses Offered*

**B.Com | BBA | BCA**



### A Few Lines about the Institution

**'Education is one of the most powerful things in life. It allows us to find the meaning behind everything and helps improve lives in a assive way.'**

Community Institute of Commerce and Management Studies, affiliated to Bengaluru City University is an institution that offers education at an affordable price to all sections of society. The benefactors had this intention in mind when they founded the institution. The college has excellent infrastructure with state of the art computer laboratory and auditorium. The staff members are well qualified and take pains to make students understand the most difficult concepts and are open to students approaching them to clarify doubts at any point of time.

## Society of Patrons



I am extremely gratified that the institution is growing by leaps and bounds and is well recognized for its high standards of education.

**Hon.Chairman- Shri KM Nagaraj**

I congratulate the Principal and faculty for their unremitting and unwavering dedication and commitment to the cause of education.



**Hon.Secretary- Shri Chikkaiah**



To lead the institution gives me immense pleasure as my high spirited faculty spare no efforts to enhance the quality of education and leave no stones unturned to emphasize the importance of ethical values.

**Principal - Dr.Dharmendra Kumar T P**

*'Who you are tomorrow begins with what you are today'*



## EDITORIAL TEAM



**From  
the  
Editor's  
Desk**

**What keeps life fascinating is the constant creativity of the soul'!!!**

It is a commonly accepted norm that the college newsletter mirrors the activities of the institution. We are elated that we were able unearth the talents of the students in our endeavour to publish the magazine. Our editorial team was brimming with enthusiasm as we went about reading and editing articles and collecting information from various sources to ramp up the newsletter. We stared with utter disbelief at the innate talents of the students as expressed in their articles. We thank the principal and the management for their support in publishing the newsletter. I thank my team for their support and cooperation.

**Sushila Rajan**  
Staff Editor

## Department of Commerce



**Smt. VEENA L**

I am proud to be part of the Commerce Department and my endeavours are well coordinated and supported by my staff. I am continuously involving my faculty and students in various curricular and extracurricular activities for their career development. I am focusing on bringing in the best industrial practices through industrial visits. The Department of Commerce was established in the year 2007 at the very inception of the college .It has from the very beginning earned a name and fame for itself in terms of teaching, pedagogical approach, curricular and extracurricular activities.

### HOD & Staff Profile

The Department is headed by Smt. Veena. L who has been in the institution since the very beginning of the institution. Under her able guidance and support the Department has grown considerably. She is assisted by the following staff members who work very hard to enhance the quality of education imparted to the students.

SL.No.	Name	Qualification	Experience
1.	Smt. Veena L	M.Com	20 Years
2.	Sri. Putte Gowda	MA(Eco), MA(Eng.), B.Ed., M.Com	23 years
3.	Sri. Sethurajan S	M.Com. PGDFM. B.Ed.	10 years
4.	Sri. Yesuraj B	M.Com. NET	5 years
5.	Smt. Kavitha P	M.Com.	4 years
6.	Kum. Kusuma NC	M.Com.NET	2 years
7.	Kum. Ashwini M	M.Com.	3 years



**28<sup>th</sup> February 2020**

## **INDUSTRIAL VISIT**

Students were taken to KSIC AND MYSORE SANDAL FACTORY where they learnt about the manufacturing & marketing processes of different products.



**'Fear of the Lord is the beginning of wisdom'      A Day of Immense Learning**

**FDP & SDP - 14<sup>th</sup> February 2020**

### **MUTUAL FUND AWARENESS BY SEBI**

Sri. K Srinivasan, the resource person highlighted the importance of investments in mutual funds. It was attended by staff and a large section of students.



**'Procrastination is the thief of time'**



**A Good Option for Investment Mutual Funds**

## STAFF ACHIEVEMENTS



**SMT. VEENA L  
(HOD)**

- Appointed as question paper setter for Final Year B. Com (DCC) examination on Advanced Financial Accounting (2018)
- Appointed as question paper setter for IV semester BBM Examination on Business Research Method (2015)
- Appointed as BOE Chairperson under Bengaluru City University for BBA V & VI SEMESTER (REGULAR) & BBA AVIATION MANAGEMENT (I TO VI SEMESTER) for 2020-21.

- Authored a book on FINANCIAL ACCOUNTING for I Semester BBA under BCU Syllabus.
- Appointed as BOE member under Bengaluru City University for BBA V & VI SEMESTER (REGULAR) & BBA AVIATION MANAGEMENT (I TO VI SEMESTER) for 2020-21.
- Also appointed as question paper setter for BBA V SEMESTER on Financial Markets & Services-Finance Elective.



**SRI. SETHURAJAN S  
(ASST. PROF.)**

## STUDENT ACHIEVEMENTS

### College Toppers



**PRIYA S  
SECOND TOPPER  
OF THE COLLEGE (94%)**



**PRUTHVI P  
6<sup>TH</sup> RANK IN BU LEVEL**



**SAHANA K  
THIRD TOPPER  
OF THE COLLEGE (93%)**

*Your attitude, not your aptitude, will determine your altitude*

*\*8 students secured Distinctions.*

*Students' achievement in All India Commerce & Management Talent Search Exam 2019*

Sl. no	Student Name	%	Rank
1	Ateeq Pasha	70	647
2	MD. Taheer	77	504



- ❖ Bhanu Kumar - Winner of Inter-College Tennis Ball Cricket Championship 2019 - Community Center Diamond Jubilee Cup.
- ❖ Winner of Inter-College Tennis Ball Cricket Tournament - V.E.T Premier League 2019.
- ❖ Shankar V- Runner Up of Inter College Cricket Tournament conducted by Dayananda Sagar University 2019-2020.
- ❖ Winner of Inter-College Tennis Ball Cricket Tournament - V.E.T Premier League 2019.
- ❖ Shreyas S - Winner of Inter-College Tennis Ball Cricket Championship 2019- Community Center Diamond Jubilee Cup.
- ❖ Chandan - Winner of Inter-College Tennis Ball Cricket Championship 2019 - Community Center Diamond Jubilee Cup.
- ❖ Runner Up of Inter College Cricket Tournament - Dayananda Sagar University 2019-2020
- ❖ Kishore K - Consolation prize for Inter College Kannada Debate Competition - 2019-20 - Bharathamatha Educational Institution.

### Community Living Camp

**Santhoshadi Educational & Charitable Trust-Orphanage- 10<sup>th</sup> August 2019**  
**Donation in Cash and Kind**



### Blind School - 8<sup>th</sup> February 2020





My 3 years at CICMS was a wonderful learning experience. The faculty were friendly and compassionate. They taught us the most difficult concepts in the easiest way which made learning a joyful experience.

**PRUTHVI.P**

My days in CICMS flitted past like a dream. I immensely enjoyed the learning experience which was coupled with love and care. The teachers made me comfortable and were always ready to clarify my doubts instantaneously.



**PRIYA. S**

### **Bachelor of Business Administration**



**Smt. Pavithra. H.P**

Our Department provides excellent environment to our students to develop various management skills. Workshops, seminars, lectures in coordination with industry and other extracurricular events are regular features. The curriculum is taught by distinguished faculty who combine academic excellence and real-world experience in their pedagogy. We have been quite successful in attracting corporate companies to take part in the campus recruitment. We also provide practical knowledge that match well within short- & long term requirements of the Industry. The Department has well qualified faculty in all functional areas of Management who are engaged in teaching, research and outreach activities.

### **HOD & Staff Profile**

The Department is headed by Smt. Pavithra H P who is an able academician and administrator. She is an enthusiastic leader who inspires the staff and students to actively involve themselves in various academic pursuits.

Sl. no	Name	Qualification	Experience
1	Smt. Pavithra H P	MBA, M.Com, NET, Enrolled Fro Ph.D in Mysore University	9 Years
2	Smt. Kavya S	M.Com, (MBA), PGDBA, NET	6 Years
3	Smt. Manjushree R	MBA, ACPT, EDBM	1 Years



## Industrial Visit - GARUDA POLYFLEX PRIVATE LIMITED: 23<sup>rd</sup> August 2020

The one-day visit to Garuda Polyflex was an eye opener to the BBA students about manufacturing, production and safety norms followed in all industries



## An Exclusive Day of Learning & Understanding Industrial Processes FDP/SDP



## MUTUAL FUND AWARENESS BY SEBI 14<sup>th</sup> February 2020







Mrs:Kavya S

## STAFF ACHIEVEMENTS

Appointed as paper setter for NMKRV(Autonomous)in 2018

- BBA 4<sup>th</sup> Sem Marketing Management
- BBA 6<sup>th</sup> Sem - Management Accounting

## STUDENT ACHIEVEMENTS

### Toppers



RACHANA  
(85%)



ATIKA  
(84%)



MANISH ASHOK  
(80%)

*Student Ranks in  
All India Commerce & Management Talent  
Search Exam 2019*

Sl. no	Student Name	%	Rank
1	Khulud Fathima	77	500
2	Mahinnaaz	77	501

## COMMUNITY LIVING CAMP

**NGO Visit-Asha Shakthi:-** Asha Shakthi is a charitable organization for orphans and destitutes. The students who visited the orphanage interacted with the inmates and taught them the basics of math and languages. It was a rare opportunity to understand the difficulties of the less fortunate.



**A Day with the Less Fortunate Lessons to Learn from Life**





**Rachana**

CICMS has been a great contributor towards the development of my personality. It is here that I got immense opportunities to understand the essentials of management principles. The faculty encourage us in all our endeavours. I'm thankful for their guidance throughout my years at college.



**Atika**

I am indebted to my teachers for sharing their wealth of knowledge and imparting the best values. My days in college are unforgettable with moments of joy and endless learning. doubts instantaneously.



**Manish Ashok**

My 3 years at CICMS has been an excellent academic journey and a memory to cherish for a lifetime. The all-time support and motivation of faculty members have enlightened me throughout the beautiful three years journey.

### **Bachelor of Business Administration**



**Smt. Jyothi Eswari**

The BCA programme was launched in 2008 continuing the legacy of Community Centre Group of Educational Institutions in the pursuit of excellence. The Department of BCA is continually striving hard towards the goal of providing innovative and quality education. In addition, it provides a platform for students to achieve their career goals through able guidance and mentoring. The Department has excellent infrastructural and computing facilities and provides a conducive environment to promote excellence in academic and research initiatives

### **HOD & Staff Profile**

#### **The Department of Computer Technology :- A few encouraging words from the HOD**

Learning is a continuous process and does not end with the acquisition of a degree, especially because steady and rapid advances in computing technologies shorten the life of tools and techniques prevalent today. Keeping this in mind we give the students a strong foundation in computer science and problem-solving techniques which facilitate adaptability to change.

Sl. no	Name	Qualification	Experience
1	Smt. Jyothi Eswari	MCA	10 Years
2	Smt. Ashwini D N	M.Tech	8 Years
3	Smt. Devika Rani G	M.Sc.	5 Years
4	Smt. Soumya Dass B	MCA	3 Years



## INDUSTRIAL VISIT

MET TECHNOLOGY & SOLUTIONS -13th February 2019 (Wednesday)

Topics: Enterprise Technology & Data Centre Architecture

Resource Person: Mr. Kiran Kumar / Mr. Manikantan Mohanavelu CTO, Abstream Technologies.



**SEMINAR ON "NUMERICAL AND STATISTICAL METHODS"- 25<sup>th</sup> February 2020**



**RESOURCE PERSON: DR.M. SNEHA LATHA PROFESSOR**

**INTER COLLEGE WEBINAR ON "INSIGHT TO DIGITAL TECHNOLOGIES"- 20<sup>th</sup> OCTOBER 2020**

**RESOURCE PERSON: MR. MOHAN KUMAR-GLOBAL PRACTICE HEAD, WIPRO LTD.**

Community Institute of Commerce and Management Studies  
2/1, 9th cross, 9th main, Near Ashoka Pillar, 2nd Block Jayanagar, Bengaluru-II

Department of BCA Presents  
Webinar on  
**"Insight to Digital Technologies"**  
Date: 20th October 2020,  
Tuesday at 10:30 AM  
Join us in WhatsApp group for Webinar Link  
<https://chat.whatsapp.com/C0gPz07w9dHLXh4eNldY>

**Mr. Mohan Kumar**  
Global Practice Head, Wipro Ltd.

Practice Head Vocational Director

Dr. Dharmendra Kumar T.P  
Principal, CCMS  
Smt Jyothi Eswari  
HOD, BCA

Online Registration FREE

"E-certificates will be issued for all the participants"



**CASE STUDY**

There will be thousands of case studies written in the next one year post Covid. Will you be an inspiring case study or a 'what not to do' case study?

Mohan Kumar (Digital)





**Smt. Jyothi Eswari**

## STAFF ACHIEVEMENTS

Member of BOE - Setting and scrutinizing question papers- III & V Sem. BCA/B.Sc.- National College Autonomous, Basavangudi.

Software Test Engineer in Texas Technologies-2 years

## STUDENT ACHIEVEMENTS

### Toppers



**SHAISTE TABASSUM**  
(88%)



**MUSKAN TABASSUM**  
(87%)



**LIKITH ADIGA**  
(86%)



**NIMISHAMBHA**  
(86%)

## INTER COLLEGE COMPETITIONS

Syed Muttahier, - Won price in Game (PUB-G) at Inana Jyothi degree college Yelahanka, Bangalore.

### TESTIMONIALS



**LIKITH ADIGA**

My experience in CICMS is a wonderful journey which started 3 years ago. We have the best faculty I must say. I've got all the opportunities to display my talents and abilities with all the support of my institute. I am fortunate to be under the guidance of the best ever supportive faculty of my life. They made my quest for knowledge so enthusiastic and helped me in becoming a better & competent individual. I had all the best facilities as a Computer Science student." Thanks to the encouragement and guidance of the Principal & staff, I have been placed in TCS.

The college has helped me achieve excellence and created the ambience for a remarkable future. My experience has been awe inspiring during the three-year BCA Course. I am really blessed to get such supportive teachers who gave a helping hand while facing struggles and hurdles. The prescribed syllabus of Bangalore University was dealt with utmost perfection and practicality which would help any student in understanding the concepts with clarity. Cultural activities helped me exhibit my inherent hidden talents. I had a wonderful experience at CICMS with no regrets and utmost satisfaction.



**RACHANA**



**NIMISHAMBA**

I spent the most valuable span of my life in CICMS. It helped in improving academic and non-academic skill sets. I can proudly say that I was tutored by the best faculty who played a key role in moulding me as a better student and future professional. They also gave me the best memories in cultural event, technical events and industry trips. We had the best possible infrastructure which is required for computer science and even in the pandemic all faculties easily moved to the online mode and made learning comfortable and easy. I am thankful to each and every one who helped me during this beautiful journey.



### WOMEN EMPOWERMENT IN EDUCATION

*I believe that education is a powerful means of transforming the world.*

To empower people, one has to be empowered within. A leader must possess vision, goals, ideals, values and principles that can be translated into actions. My own leadership qualities were recognised and nurtured when I was a student by my teachers in schools and colleges. They instilled in me a self confidence, sense of responsibility and the spirit of service. I owe a huge gratitude to my mother who inspired me for a life of service and sacrifice.

I strongly believe that the empowerment of women begins first at home in the way the girls are treated by their parents and other family members. In school, the teachers play a crucial role in helping the girls develop their self esteem and self-confidence. If home and school fail in their responsibility towards empowering girls, the outcome may be disastrous for both the individual and society at large.

John Quincy Adams says “If your actions inspire others to dream more, learn more and become more, you are a leader”. I believe that only through personal example of who we are and how we treat one another can we motivate and inspire others.

Today's younger generation is not looking for disciplinarians or advisers, but role models and mentors. As the saying goes, “Don't tell me what to do, show me what you did”.

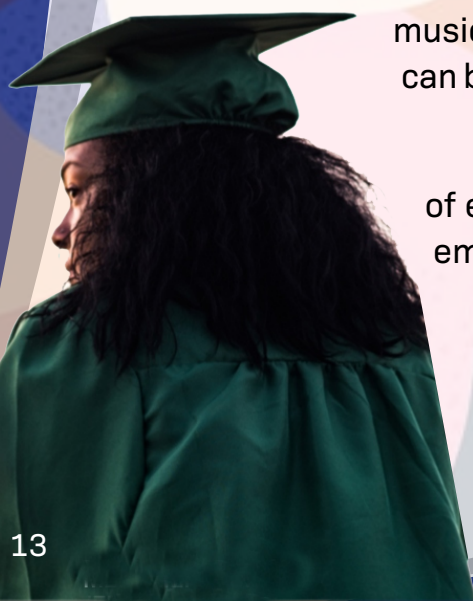
I believe that the development of students is possible only in an atmosphere of love, empathy, equality, respect and freedom. I plan all the activities through the spirit of teamwork, active participation, creativity, originality, freedom of speech and ability to make choices and decisions. By giving equal opportunities to all children, I am able to bring out the best in each of them and empower them to explore their creativity.

As Abraham Maslow, a Psychologist says, “A musician must make music, an artist must paint, a poet must write, obviously, what a woman can be, she must be”.

Today, as I look back on the long years of my experience in the field of education, I feel a deep sense of joy, pride and gratitude in having empowered thousands of girls who shine in different walks of life.

**Veena L  
HOD**

**Dept. of Commerce**



### A Short Manual for Students

Today Information Technology is a flourishing field when compared with other sectors as there is a huge demand for computer science in many different sectors. It promotes several opportunities to develop commercial skills and builds up a network of contacts.

Another important key skill for Computer Science is creativity. Computer science is a branch of Engineering. Computers and

Information Technology are all inclusive now. Computer Science is the study of the principles of computing and how computers solve problems whereas, IT is the study of current tools or computing techniques that can be used to meet the technological needs of a particular organization to develop products for a company.

Computer Science is concerned with theory, namely architecture, data, algorithms and programming languages that comprise the software that runs on a computer. Computer Engineering takes the theoretical aspect of Computer Science and applies it to real life. It involves designing and data processing which is then translated into action. Software engineering bridges both disciplines, applying computer science theories to software. In short, both ends meet in Software Engineering.

Computer programmes directly affect every aspect of our lives. Computer scientists theorise, design, develop and apply the software and hardware for the programmes most of us use every single day.

Computer Science research pushes the state-of-the-art in computing theory and practice, and leads to new technologies that change the world, such as personal computer, Internet, social media, smart phones, video conferences and much more, as well as new discoveries in science and engineering.

Computer science is an ideal choice for students who enjoy mathematics and problem solving. Careers in computer science will always remain in high demand as long as mankind exists. It is divided into theoretical and practical disciplines. Theory considers approaches to the description of computational processes while programming involves using them to create complex systems. It is an endless variety of applications and sub-disciplines as its technology grows rapidly.



**Jyothi Eswari**  
**HOD**

**Dept. of Computer Applications**



### About Me

I am Pavithra H P. I head the Department of Management at CICMS. I am proud to state that I have completed my MBA and M. Com and cleared NET, and KSET. Currently I am pursuing Ph.D. in Commerce. I have been in the college for the past 5 years.

### Dealing with Challenges

Life is a mixture of hills and plateaus. When the going gets tough, you must show resilience. Bend but don't break! The focus needs to be on the goal, not on the difficulties along the way. Any problem today is another valuable lesson waiting to be learnt.

### Why It Is Important to Love Your Job?

I strongly believe, this college is the right place for people who have the passion to succeed. In order to enjoy being part of the education sector, we must cultivate a passion for teaching and motivating students to do their best. I like CICMS for its open culture, respect for people and flexibility offered to every teaching and non-teaching members in performing duties. My job holds strong responsibility and commitments. I also learn something new every day. The constant need to learn and re-invent myself is the most exciting part of my job.



### My Career Goal

My next goal is to complete my Ph.D. and I want to utilize the knowledge gained in the teaching platform. I would like to test my ability in handling difficult situations both in personal and professional life. There is no bigger challenge than dealing with different students and temperaments and getting them all to achieve their academic goals.

### My Dream...

I want to contribute to society in any way I can. My dream is to give quality education to my students and boost their confidence level. Also I wish to make them responsible citizens in society. I love to see my students growing and succeeding in their career path.

### AWAITING ADVENTURE

An adventure is an exciting experience that is typically bold, sometimes risky undertaking. Adventure may be activities with some prospects for physical threats such as travelling, exploring, skydiving, mountain climbing, scuba diving, river rafting or participating in life-threatening sports.

Adventures often undertaken to create psychological arousal or in order to achieve a greater goal such as pursuit of knowledge can be obtained through hard work and uncompromising commitment.

Outdoor adventurous activities are typically undertaken for the purpose of recreation or excitement: examples are adventure racing and adventure tourism. Adventure activities can also lead to advances in activities and knowledge.

### Soumya Dass B

Dept.of Computer Applications

## INDIAN ROBOTS

Robots are automated intelligent machines which imitate human functions

Artificial Intelligence Robotics intersection leads to the development of robots. There are different types of robots - industrial robots, humanoid, autonomous robots etc.

### Popular Humanoid Robots of India are:

Manav is the first humanoid robot in India developed by Diwakar Vaish at the laboratory of A-SET Training and Research Institutes in December 2014. It performs tasks such as walking, push ups, talking and dancing in response to human voice.



Mitra Robot is a Humanoid Robot designed and developed by the Indian Invento Robotics, a robotic company in Bangalore founded by Balaji Viswanathan. It was used to fight against Covid-19 at Fortis Hospital, Bengaluru.

Rashmi Robot can speak four languages English, Hindi, Bhojpuri and Marathi developed by Ranjit Srivastava, from Ranchi. It uses linguistic interpretation system. Rashmi robot is excellent at kinesics.



Compiled by: Ashwini D N

### IN A FLASH



**"It's not an image, it's a story, it's not just a click: it is a message"**

Photography is not just an art it's patience. Now a day we lack patience due to the pressures of our stressful life. Photography can be a profession or passion. We can even become freelance photographer which is an interesting career.

### About extinction of wild animals

My line of photography is nature where I lose myself in its exotic beauty. All wild animals play a pivotal role in the well-being and diversity of the ecosystem. Tiger, our national animal, its presence is an indicator of the wellbeing of the ecosystem. The extinction of this predator is an indication that the ecosystem is gradually collapsing.

It's not just about saving beautiful animals but making sure that we live a little longer as the forest are known to provide ecological services like rainfall, clean air, water, pollination, temperature regulation and many such lifesaving opportunities.



**Being passionate about wildlife photography is not easy but very creative and makes every second interesting: and my best click is always the next click.**

**by Manju Shree**



## VALUE EDUCATION

*Education is concerned with various methods of teaching and learning at different levels of schooling and school like environment. It can also be thought of, as the transmission of values and accumulated knowledge of a society. Education which aims at creating only means of livelihood is not complete in itself unless it is supplemented with human values.*

*In the current scenario, due to the fast pace of life, the entire responsibility of providing proper values to children falls on teachers and educational institutions. School plays an important role in one's life. It teaches how to behave in a civilized way and imparting values to the students. Value Education not only carves the future of students but also adds a purpose to their life in society. It teaches them to live truthfully. Having realized the importance of value based education, a lot of schools today embrace it in their curriculum so as to produce not just scholars but responsible humans.*

*Teachers serve as a role model to students in schools: they play a major role in inculcating values to the students, by actively involving the students in discussions, debates and practical activities. A teacher can use ideas to make value education very creative and acknowledge what it states to make our children better citizens. We say education is the mightiest weapon, but the same weapon becomes a sort of crime without imparting values. All the teachers must realize that formal education can be merged with value education to create awareness about the problems of future especially those related to food, water, energy, environment, pollution, health and population.*

*Value Education is an important aspect of curriculum impacting students and society. Students need to grow up in a conducive environment to learn empathy, sharing, rationality, spirituality, and technological competency and communication skills and internalize them at every stage and sphere of life in this globalized world.*

*Smt. KAVYA.S*

*Assistant Professor*

*Bangalore.*

## ROLE OF ENGLISH LANGUAGE IN CAREER PROSPECTS

*Nobody can deny the importance of English language in the present time as a global language. It is clear that English language has become the most dominant around the world. If you're ambitious about your career, you can't disregard English. First and foremost, learning English can help you pursue and obtain more career opportunities. In the globalized world, many companies need employees who can communicate well with their clients all over the world. Learning English is an important step forward to achieve those goals.*

*People call English the international language of business, and it is increasingly true as international trade expands every year, bringing new countries into contact. Most of the technical terminology is based on English words, and of course, with good communication skills in English, you will be able to make important contacts at conferences and seminars. Many of the best institutional programs are in English, so speaking skills will improve and wide career opportunities will be created. Most multinational companies require a certain degree of English proficiency from potential employees: with this they can move up to a better position in their career. Hence people are showing more interest in acquiring English speaking skills.*

*English also opens doors in the academic world. Western universities are attracting more and more visiting scholars, students and professors from all around the world, and their common working language is English. As well as studying and teaching, attending international conferences and publishing in foreign journals are some of the key steps to success in academics. In order to speak at these conferences or publish in these journals, excellent English is essential.*

*So, what's stopping you from learning this language? With all the English resources available on the internet and so many other English speakers around the world to practice with, start learning English. Pick up a book, learn a few words, or even join a course today and take your first steps towards becoming one of the English speakers in the world.*

*Kusuma N C*

*Assistant Professor*

*Dept. of Commerce*



## STUDENTS' CORNER

### ALOK SAGAR

### SIMPLE MAN OF GOLDEN HEART

Professor Alok Sagar was born on 20 January 1950 in Delhi. He did his Bachelor's in Electrical Engineering from the prestigious IIT Delhi and got a Master's Degree from the institute in 1973. He went to Houston University in Texas to complete his Ph.D. After coming back, he joined as a Professor in IIT. He groomed a lot of students, including Raghuram Rajan, the ex RBI Governor.

Soon he resigned from his work and started working for the tribal in Betul District of Madhya Pradesh. He has been living there ever since then.

Alok is a hardworking, self-made person. He has planted more than 50,000 trees in the Betul District and believes that people can serve the country by working at the grass root level. Today he can be seen riding a bicycle, in line with his green endeavour, collecting and distributing seeds among the tribal at a reasonable rate. He said in INDIA, people are facing problems but they are busy showcasing their intelligence rather than serving people.

According to some reports, it is said that Alok was asked to leave during the recent Betul's district elections. Alok met the police and informed them about his tryst with nature as they were ignorant about his selfless service to society. He focussed on nature and has been educating people in growing trees and taking care of environment.

He is a simple man who does what he says and means. Alok is a living example of a simple man who lives for the happiness of his fellowmen. His is truly an inspiring story.

Courtesy Google

**Sahana.S I BCA**

### DEFORESTATION

Deforestation is the removal of a forest or wooded areas which is then converted to non-forest use.

Deforestation can involve conversion of forest land, farms, and ranches for urban use. The most concentrated deforestation occurs in tropical rain forests. About 31% of the earth's land surface is covered by forest. Between 15, million to 18 million hectares of forest, an area the size of Belgium, are destroyed every year: on an average 2400 trees are cut down each minute.

Deforestation of the Amazon rain forest can be attributed to many different factors at local, national and international levels. It is seen as a resource for cattle pasture, valuable hard woods, housing space, farming space, road works, medicines and human gain and livelihood.

Deforestation of the Amazon rainforest in Brazil has surged to its highest level since 2008 according to the country's space agency. A total of 11,088 sq. km (4,281 sq. miles) of rainforest were destroyed from August 2019 to July 2020. This is a 9.5% increase from the previous year.

Deforestation not only removes vegetation that is important for removing carbon dioxide from the air, but the act of clearing the forests also produces greenhouse gas emissions.

Everyone can do their part to curb deforestation. We can buy certified wood products, go paperless whenever possible, limit our consumption of products that use palm oil and plant a tree when possible.

**Prashanth Kumar V**

**VB.Com.**



## WORDS OF WISDOM

*Never tell a lie  
Even if you have to die.  
Never give pain, whatever you gain  
Never be greedy but help the needy  
Be very brave  
Even to the grave.....*

*Sanjay  
V Sem.B.Com.*

## STUDENTS AND SOCIAL MEDIA

Social media has taken today's youth by storm, teenagers go crazy over it and spend most of their time in social networking sites. At the same time, parents are always worried about their children.

Social Media has both pros and cons. Let's take the positive aspect first. Social networking sites spread news faster than any other media. These sites are the best sources of news. They help students do better at schools and colleges. People can also connect with their family and friends living faraway.

It has disadvantages too: addiction, mental illness, poor emotional health, decrease in face-to-face communication which consequently diminishes understanding and thoughtfulness. It also affects studies and health.

Excess of everything is bad. Students should be made aware of the pros and cons of anything before they indulge in it.

*Sara Anjum*

**V Sem.B.Com**

### THE DESCENT OF RAIN DROPS

*From the fluffy, grey, rags of clouds, rich with droplets, swimming in the sky  
Falls glistening, little pearls of water, gentle and shy.  
Racing through the air, tickling the tree-tops,  
Bouncing on the leaves and gliding along the branches brown.*

*The rain drops approach the thirsting ground.  
Mother earth awaits these precious drops as hungry little fledglings await their mother.  
The grey dome is broken by the radiant sun beams.  
As a turquoise pavilion seeks refuge in the vast and infinite skies.*

*The last drop of the shower tumbles along the boughs  
And hangs on the edge of an emerald leaf.  
But she failed to reach the expectant ground  
As she was whisked away by the hot vaporizing beams.*

*Tejaswini .SJ  
I BCA*

# DIGITAL MARKET

Digital Market is a form of marketing that uses any digital channel value with a target audience.

It can include both online and offline strategies. It was introduced by “RAY TAMILSON” when he sent his first e-mail in the year”1971”. “PHILIP KOTLER” is the father of digital market and he introduced modern marketing also. Digital marketing has been using since”1990”. The most curious information is that the king of digital marketing is “RAJESH GOEL” and” DEEPAK KANAKARAJU” - India's biggest digital marketer.

*Basically to obtain digital marketing we should have command on 5 D'S those are :*

- *Digital devices: laptop, tablet, mobile phones.*
- *Digital platforms: Social media, websites, search engines.*
- *Digital media: online advertising, messaging, e-mail.*
- *Digital date: Contact forms, surveys, apps.*
- *Digital technology: artificial intelligence, virtual reality, etc.*

*Digital marketing has helped us in many ways.*

- *For the time being it has reduced the employee and manager relationships due to work from home.*
- *Digital marketing is a platform for “BRAND AWARENESS “for many companies.*
- *With the help of digital market, we can buy products online before it comes to market.*
- *It helps us to become more fashionable in this modern world.*
- *It creates more job opportunities in the marketing world.*
- *Overall the credit goes to internet which has helped us so long for the stability of all the social media platforms.*
- *Digital marketing is also referred to as “ONLINE MARKETING OR WEB MARKETING”. Internet has helped digital marketing grow in popularity in no time.*
- *Digital marketing has highly grown by 48% in 2010.*
- *It also includes security policy for the protection of data of all the users.*

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