

COMMUNITY INSTITUTE OF COMMERCE & MANAGEMENT STUDIES



Kushal Rao 5th Semester BBA

Greetings to all!

The college is extremely proud to present the next edition of the College Magazine.

This issue like the previous issue highlights the commitment, involvement and achievements of the college in terms of extracurricular and curricular activities within and without the college premises. In spite of the pandemic that challenged and continues to challenge human existence, the college has not fallen short of activities in terms of curricular and extracurricular activities.

'Necessity is the mother of invention' it is said. The pandemic made us understand when one door is closed, another door opens up offering vistas of opportunities. Thus offline teaching, competitions and activities were replaced by virtual sessions which brought in its wake plenty of online activities. Webinars replaced seminars and competitions were held online which were as good as physical competitions or even much better.

This has generated considerable activities including professional platforms for research, knowledge sharing and virtual presentations. This newsletter bridges the gap between online and offline activities and presents a medley of events in both modes.

Your suggestions, comments or valuable opinions about this newsletter are most readily accepted. This may lead to enhance the quality and professionalism of this newsletter in forthcoming editions.

We immensely thank you for your contributions which has enabled the printing of the magazine in record time.



PRINCIPAL'S MESSAGE

I greatly appreciate the work done by the members of the newsletter committee who have taken pains to cover all online and offline activities which demonstrates their allegiance to the institution. I am sure they will continue to keep up the good work and bring laurels to the institution.

CHAIRMAN'S MESSAGE

I went through the earlier edition of the newsletter and acknowledge the quality of articles. The credit goes to the newsletter committee who put their heart and soul into the work assigned to them.

SECRETARY'S MESSAGE

I admire the craftsmanship of the committee who have captured all the activities in a nutshell which lends a unique enchantment to the institution.



CSR INITIATIVES AT A GLANCE

Extension Activities -COVID Chapters

If there is a word on everyone's lips today it is COVID 19 or Coronavirus. It has stormed every corner of the world with people running helter -skelter to save themselves from this horrendous virus. Various safety protocols have been followed to keep it at bay or control its spread. All these protocols have been religiously followed by all and sundry. In our attempt to ensure safety for one and all and to create awareness the CICMS took several initiatives which need special mention in the newsletter. We invite you to follow the initiatives taken.

RT PCR testing for COVID 19

RT PCR testing for detection of COVID 19 was organized in the college in collaboration with Lion's Club on 3rd February 2021. Staff and students were subjected to the testing. It was done prior to the opening of offline classes to ensure safety for all. All staff and students took the test. The college was declared a safe zone for offline classes.



**Lion cub members involved in the process of testing COVID
Awareness Rally**

COVID AWARENESS RALLY

COVID Awareness Rally was conducted on 31st March 2021. Banners with COVID Awareness captions were displayed at the entrance of the campus and on all bulletin boards. The rally comprising staff and students raised slogans to stress the importance of wearing masks, using sanitizers and maintaining physical distance. Masks and sanitizers were distributed to onlookers. People not wearing masks were advised to wear them and the consequences of not wearing masks were highlighted. The procession was supported by the local police force.



Students and staff actively participating in the COVID awareness rally in the Hart of Jaynagar



WEBINAR ON "AWARENESS ON COVID-19 VACCINATION"



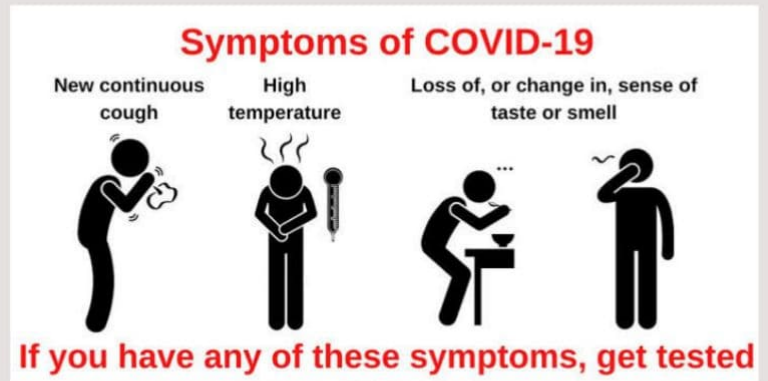
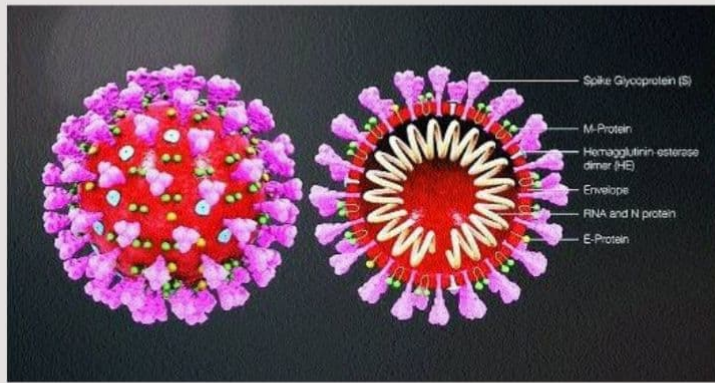
DR. MOHAN KUMAR S

A webinar on 'Awareness on Covid-19 Vaccination' was organized on 28th June 2021. The webinar focused on the importance of vaccination in the current pandemic situation.

The resource person, Dr. Mohan Kumar S, Medical Officer, Sakra World Hospital gave a detailed description of the Corona virus disease (COVID-19) and prevention. The webinar covered the following topics

- History of corona infection.
- About Corona virus.
- Symptoms
- Diagnosis(RTPCR, HRCT of chest)
- Home Isolation
- Clinical Management Protocol.
- Instruction for patients.
- Monitor chart.
- Instruction to care giver.
- Prevention.
- Vaccine specific information.
- Vaccine types and effectiveness.
- COVISHIELD □ COVAXIN.
- Frequently Asked Questions related to vaccination.
- Some common side effects.





It was an informative session. It was attended by well over 100 participants. He spoke about the efficacy of vaccination and how it prevents the severity of the disease. He also spoke about safety after vaccination –which includes avoiding crowded spaces, adhering to social distancing, hand washing and wearing a mask every time while stepping out. In addition, he advised regular practice of yoga which boosts immunity.



COVID VACCINATION CAMP



Another praiseworthy effort to contain the disease was the COVID vaccination rally conducted by the institution on 3rd July 2020. The NSS wing of the college organized the vaccination drive in collaboration with BBMP. It was overseen by Smt. Veena R, HOD, Dept. of Commerce & Nodal Officer. As per the statistics gleaned nearly 500 out of 650 student have been vaccinated.



KNOWLEDGE ENRICHMENT PROGRAMMES

A three-day virtual syllabus orientation program for IV semester B.Com. of Bengaluru City University was organized by Seshadripuram Educational Trust. The program was scheduled for commerce papers - Advanced Corporate Accounting, Electronic Business and accounting, Goods & Service Tax, Cost Accounting. The faculty who attended the seminar are as follows;

smt. Veena.L

Smt. Devika U

Smt. Manjushree

Sri. Sethurajan. S



Smt. Kavitha.P.

The virtual webinar highlighted the syllabus of each subject as mentioned above. A brief discussion ensued on the question paper pattern and important aspects chapter wise



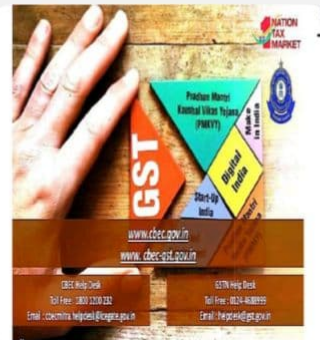
GST Webinar

As an IQAC initiative, the institution organized a national webinar on 'Impact of GST' on 11th June 2020. The webinar unravelled the intricacies of the GST syllabus framed by Bangalore City University.

The resource person, Shri. C A Lokesh H K, a Chartered Account, Proprietor of Lokesh & Co. Chartered Accountants as well as visiting faculty of prominent universities in Bangalore gave a detailed description of the journey to GST, its main features and benefits. The webinar covered the following topics

- **GST Law from a Constitutional perspective**
- **Existing Indirect Tax Structure in India**
- **Things not included in GST**
- **GST Council-Decisions**
- **Main Features of GST Act**
- **GST Council Decisions**
- **Main features of GST Act**
- **Benefits of GST**
- **Goods & Service Tax Act**
- **Role of CBEC**

It was a vivid eye opener to the implications of GST on the Indian economy. It was attended by well over 100 participants from the host institution and other institutions in the periphery of Bangalore City University and Bangalore University.





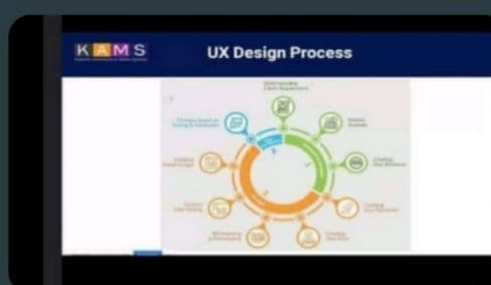
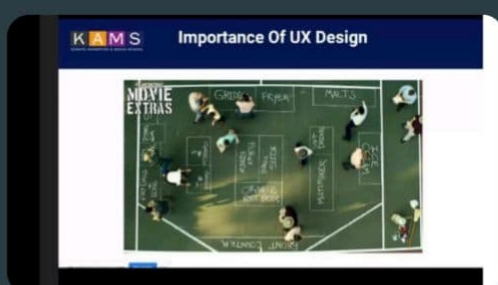
WEBINAR ON ‘ UI/UX DESIGN



The Department of Computer Applications organized a Webinar on “UI/UX Design” on 7th July 2021 for BCA students. The Resource Person, Mr. Sachin Bhandary, Graphics Designer, Koshy’s Animation and Media School, (KAMS) explained the uses of UI/UX design. The webinar was an interactive session and enhanced student’s knowledge with new information. Speaker put forward to focus on User Interface Design that is essential for any application design, in a reachable way. Students confirmed their doubts on UI/UX concepts with queries.

THE FOLLOWING TOPICS WERE DISCUSSED BY THE RESOURCE PERSON:

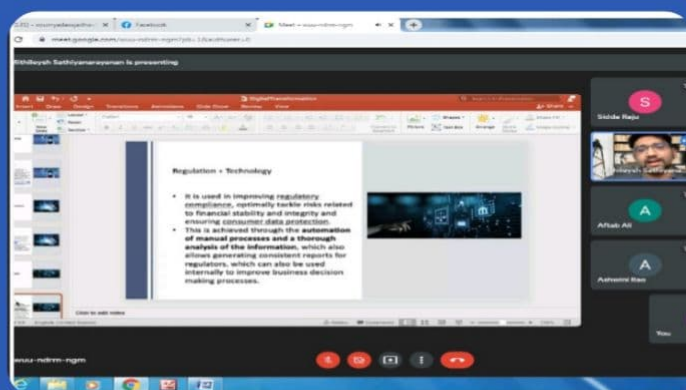
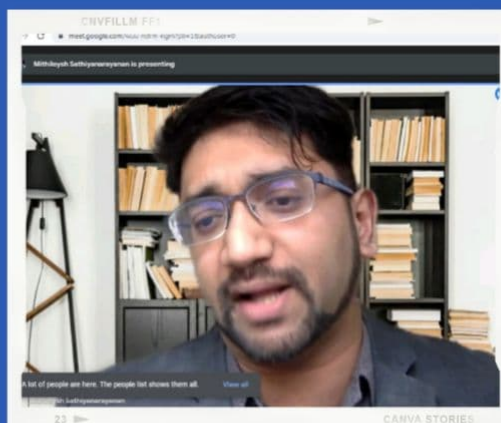
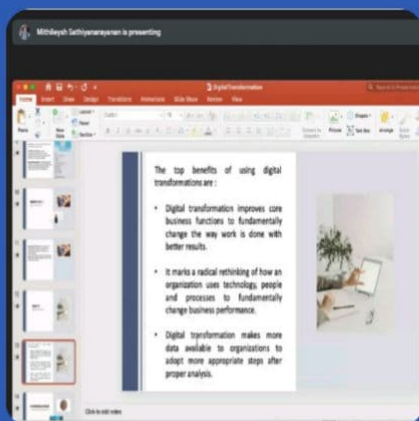
- UI and UX definitions. Importance of UI and UX Design.
- User Interface Design process.
- Focused on Prototyping and Wire framing
- Rules of good UX
- Real time examples



VIRTUAL FDP ON DISRUPTIVE TECHNOLOGIES & INNOVATION



Department of Computer Applications organized a webinar on Friday 9th July on Disruptive Technologies & Innovation. The Speaker, Dr. Mithileysh Sathyanarayanan (City University of London) Founder, CEO & Scientist MIT Square, London provided insights into Disruptive Technologies and applications for organizations. He specified successful methods for engagement and collaboration with executive, managers, employees, and other stakeholders in diverse and multidisciplinary environments in terms of innovation, intelligence and IPR protection. He further emphasized that communicating effectively with diverse audiences about the latest technologies will help in understanding how various technical & non-technical teams play a decisive role in business processes






WEBINAR -HOW TO BUILD A CAREER WHILE STUDYING



DR .BHARAT

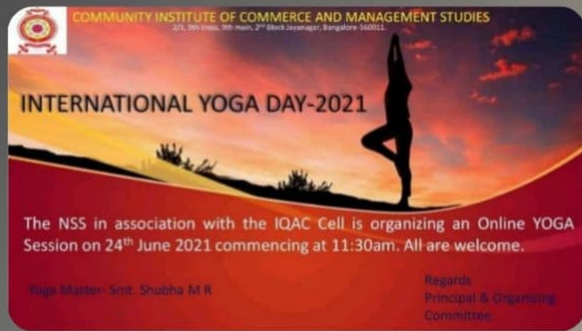
**MD
BHH TECHNOLOGIES**



THE WEBINAR PROVIDED INFORMATION ABOUT HOW TO PLAN A CAREER AND WHAT STEPS ONE HAS TO FOLLOW TO FIND A JOB .DR .BHARAT , MD OF BHH TECHNOLOGIES WAS THE GUEST SPEAKER. HE COMMENCED HIS SESSION BY STRESSING THE IMPORTANCE OF DISCIPLINE IN LIFE . HE ASSERTED THAT NO INDIVIDUAL CAN SUCCEED UNTIL HE HAS DISCIPLINE IN TIME AND WORK .

HE AVERRED THAT NO COMPANY IS BIG OR SMALL .FURTHER HE STATED THAT ONE SHOULD NEVER DREAM OF JOINING VERY BIG COMPANIES AT THE OUTSET . HE ASKED THE STUDENTS TO GRAB ANY OPPORTUNITY EVEN WITHOUT A PAY PACKAGE BECAUSE JOB EXPERIENCE GIVES CONFIDENCE TO NOT ONLY WORK FOR OTHERS BUT ALSO TO BECOME AN ENTREPRENEUR .EXAMPLES WERE GIVEN TO STUDENTS ABOUT OBERAI HOTELS AND THE THE AMBANIS WHO EMERGED SUCCESSFUL AFTER MANY YEARS OF STRUGGLE HE FURTHER ADDED THAT COLLEGE AND UNIVERSITY ARE ONLY GUIDES FOR SEEKING A CAREER : THEY SHOW THE RIGHT PATH, PURSUING UNTIL THEY REACH THEIR DESTINATION IS THEIR INDIVIDUAL RESPONSIBILITY.

HE URGED THAT UNEMPLOYMENT CAN BE ERADICATED IF THE YOUNG GENERATION TAKE A STEP AHEAD. DR. BHARATH HIMSELF IS AN EXAMPLE FOR THE YOUNG STUDENTS. HE IS NATIONAL LEVEL MULTI AWARD WINNING INDIAN ENTREPRENEUR AND RESEARCHER IN TALENT MANAGEMENT AREA. HE IS ALSO AN ARCHITECT OF A SOCIAL ENTERPRISE SOFTWARE, 'ELEVATE LIFE 'WHERE SCHOOL DROPOUTS ARE PICKED TO PROVIDE TRAINING WHICH FACILITATES RETURN TO MAINSTREAM SOCIETY. HE HAS BUSINESSES IN INDIA, MALAYSIA AND SOUTH AFRICA.



POWER YOGA FOR AN ENRICHING LIFE YOGA DAY-2021

All work and no play makes Jack a dull boy. Mere accumulation of knowledge is not ideal for health. So yoga practices are necessary for enjoying good health and peace of mind.

Yoga Day was observed on 24th June 2021. the offline session was restricted to the staff and students joined the session online.

Shubha M R, Yoga Instructor who has 13 years of experience in the field taught the participants Surya Namaskar, meditation and pranayama. She conducted guided meditation as well and stressed on the importance of breath control. She advised the participants to practice yoga on a daily basis and explained its benefits.





PROUD MOMENTS AT CICMS

CONGRATULATIONS ON YOUR ACHIEVEMENTS



PRAJWAL S

**GRADUATE TRAINEE
TCS**



AFTAB ALI

**WIPRO
SCHOLAR TRAINEE- WORK INTEGRATED LEARNING PROGRAM
CAREER BAND WASE/WIMS**



PRITHVI

**6TH UNIVERSITY RANK HOLDER
BANGALORE UNIVERSITY
2017 - 2020 BATCH**

STUDENTS' CORNER

REFLECTIONS & RUMINATIONS

Terrace Farming

Roof garden is a garden on the roof of a building. Besides the decorative benefit, roof plantings may provide food, temperature control, hydrological benefits, architectural enhancement, recreational opportunities, and in large scale it may even have ecological benefits.

Planting within cities is nowadays widely recognized as a way to improve air quality and reduce overall heat, but lack of space and overpriced land makes it difficult to increase the number of parks and natural space. This is when rooftop gardens come into the picture and is the reason why they have become more and more popular over recent years, particularly in larger and more developed cities. Rooftop gardens look good, have a great view, and provide a smart and quick way to enjoy a quiet retreat in the heart of the city.

But beyond their decorative benefits, there are many other impressive and important advantages to building rooftop gardens.

This article will look at some of the benefits of rooftop gardens and why it should be present in every building or home around the globe.

Benefits regarding terrace farming:

- Happiness
- Improved Air Quality
- Decreased Waste
- Effective Use of Rainwater
- Urban Heat Island (Uhi) Effect Control.
- Energy Efficiency.
- Urban Agriculture
- Less Noise
- Wildlife

By implementing a green roof, you can improve energy efficiency and limit the usage of air conditioning too. Plants absorb the sun's energy and therefore reduce the temperature of the roof in summer, whilst aiding thermal efficiency in the colder winter by locking heat inside.

There are three kinds of terraces

- (a) bench terraced farmlands
- (b) sloping terraced farmland
- (c) combination level terraced farmlands and natural slope land.

Bench terrace is the basic type of farmland in mountains. A bench terrace with its level platform and projected or ridged rim may hold rainwater for irrigation. These are conservation structure where a slope is directly or slowly converted into a series of level steps (like a staircase on a slope) and ledges. The flat areas between the terraces are used for growing crops such as grass and legumes. The grasses and legumes capture water and nutrient runoff and are used for animal feed. The terrace is then closed by growing grass on the last flat area at the bottom of the terrace. Sloping or retention terraced farmlands, only riser dikes are built and no land levelling is made. The land surface will be flattened gradually by deep ploughing over the years. The spacing between riser dikes varies with the natural slope. Combination Level Terraced Farmlands refers to the flattening of farmlands so that rain or irrigation water is evenly distributed over the field and water runoff is minimized

Conclusion

Terracing is one of the oldest means of saving soil and water. ... Existing literature and information shows that terraces can considerably reduce soil loss due to water erosion if they are well planned, correctly constructed and properly maintained. If not maintained, they can result in land degradation.

MY TEACHERS

I love my TEACHERS
The builder of my future
Loving is their nature
They give us long lecture
And also their true blessings.

They are my second parents
Like them there is none other
This is the time to thank them
For teaching and guiding me.

They are the one whom I always "Respect "
They are the one whom I can never "forget "
They are more than a friend to me
They are best among the best
They are also the one who tells us to be the "Best ".

Hajeerabanu
I year 'B.com'

OUR TEACHERS OF CICMS

Leave the staff room "Thoughtfully"
Enter the class room "Actively "
Welcomed by the students "warmly "
Walk up to the board "Majestically"
Hold the chalk "Astistically"
Explain "sincerly"
Lecture "Impressively"
Interpret the concepts "Deeply "
Speak the language "Grammatically "
Ask the questions "Perfectly "
Crack the jokes "Stylishly"
Treat one and all "Equally"
Smile at the children "Naturally "
And leave the classroom "Gently".

Teachers are "Mirrors " with whom you can never hide your secrets.
Teachers are "Persons "who will correct all your mistakes.
Teachers are a "Doctors " who can feel your feelings.
Teacher are the "Ones" who shows you what you are.

Dedicated to the Teachers Of CICMS.....



NATURE

NATURE is the wonderful gift given by God for the living beings of this earth. It seems so wonderful to enjoy the wonders of Nature, to live like the thirsting flowers eagerly waiting for rain. Nature is the mother of love, peace and life; it shows us how to live in harmony and togetherness. Nature is the symbol of love and happy, it gives us essential things which we need to live.

Nature should be protected and respected. It is our responsibility, to save our mother earth. Like a child is protected and nurtured by a mother, human beings are protected and nurtured on the lap of Mother Nature.

PLANET

Heart is of hopes,
Trust is of feelings,
There are less chances of crying,
But more reasons for crying.
Take your mind through a thought
Of making your planet filled with tress,
Clean planet, green planet,
Make us feel so good,so think.....
Take out some time to help your planet,
To get rid of pollution.
You have all the right to keep it clean,
Working day and night

THE DESCEND OF DROP

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 birdlings 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 ceased to reach the expectant ground
As she was whisked away by the hot vapourizing beams.

Tejaswini .S
I BCA



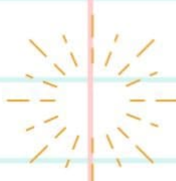


THE FALLEN LEAF

"It's of no use" they say
But I know I do have some use
I have come down to the ground
From a tree
Flying in the wind and circling round
Am I mere a fallen leaf?
I can be the nests of birds,
I can be the fuel for heat and light,
I can be food
For the young and tender plants.
But they say." throw it away"
Because I'm a mere fallen leaf!



HAND- ME- DOWN



Today where I stand in my success
You have a great hand for what you have taught me,
A lot of what I know;
And today with gratitude I bow! My Mother!
When solitude defeated me,
Those moments when I was not gay,
Those hours that seemed so long.
I asked it to take me back
You scaffold me to muster courage
And today with gratitude I bow! My mother!
This far where I laugh and laugh!
When fulfillment fills my heart with glee,
And loneliness cannot default me !
You have taught me,
How to stop my tears,
And I've grown strong over the years.
You have taught me how to smile,
In difficult times not to sigh ;
I have learnt from you how time shall heal.
And today with gratitude I bow ! My Mother !
You are the most precious person in every child's world.
Your unforgettable love is incomparable;
You are the reason for my existence.
You unclipped my wings and made me fly to my own world
And today with gratitude I bow ! My Mother !

Tejaswini.S.j
1st B.Com.



Life ☐

Today, we are born
Tommorow, decides our death,
In-between comes, all the myths
That is what life is!!

Some becomes saints,
Some become sadists,
Some become heroes,
Others are zeroes.

What do we make of life???
Some by profession, save many lives
Some by profession, kill many lives but
Some as a hobby, torture other's lives
Is this what life is????

Great people, few though, today
Impress young and old for generations to come

Good memories of them will linger,
Generous to imitate and last forever,
Then is life, worth living!!!

Life on earth indeed is precious,
Though short make it peaceful
And worthwhile

So, why?? Terrorism, hatred,
Corruption and crimes.....???
It's time we change our life!!!
Serve & Conquer !!!!

To Nature with love♥

Pollution, pollution everywhere !
No time to stand, admire and share.
The pretty butterflies and lovely bumble bees
The birds that used to dare and fly
Animals don't seem to be happy and don't give
out cheerful sounds;
Their sounds of grief can be heard far and wide;
As cruel people hurt them ,Alas ! they hide !
There's no more place to glance, drink and stand

Everything is polluted !
Alas ! but to grasp and sulk in dismay.
Does it all exist only in our dreams ?
The beautiful nature no more ceases to exist !
And so are the fuels that we need in a long list .
Nature exhausted and so are the power stations,
To satisfy people's hunger for electricity in
every nature.

Tejaswini Shanmugam
I BCA

Pollution ☐

Keep the water clean and blue,
Don't let the fishes die.
Help the water not to be polluted.
Next, is the problem of traffic jam
But always there's a way.
Drive fewer vehicles,
And for travelling use only one way.
If you try, try and try,
But never every cry ,
Then you can achieve your dreams ,
Of keeping the planet clean.(Continued....)



RADIANT DARKNESS

The dance between darkness and light will always remain; the stars and moons will need the darkness to be seen, the darkness will not just be worth having without moons and the stars
• "Darkness". Some people are afraid of it. Some people embrace it. It appears everywhere where there is absence of light.

People spend too much time being afraid of darkness outside than the darkness within them. It sits there inside ruining their mind and soul. And this is what I call her shadow. There is a natural tendency to suppress their shadow in order to protect the ego. And this is exactly that pulls us down. It is goodness that prevails, we will have to wait forever.

> Light symbolizes hope. 'Hope is being able to see that there is light despite all the darkness'. Our lives are infused with pain and suffering. Some people experience more of these regrettable symptoms than others. Yet, hope provides us the strength to conquer misery. Hope motivates to persevere, to journey onwards, despite the obstacles blocking the trail of life, despite not knowing where our life's story will conclude, • Hold fast to dreams • For of dreams die • Life is a broken - winged bird, • That cannot fly!

Simran Banu. S
I B.Com.