



YA Govt. College for Women

Accredited by NAAC with 'B' Grade

Affiliated to Acharya Nagarjuna University, Guntur



Dept. of Commerce
Activities Register
2022-2023

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Introduction:-

Intellectual property (IP) pertains to any original creation of the human intellect such as artistic, literary, technical, or scientific creation. Intellectual property rights (IPR) refers to the legal rights given to the inventor or creator to protect his invention or creation for a certain period of time. These legal rights confer an exclusive right to the inventor/creator or his assignee to fully utilize his invention/creation for a given period of time. It is very well settled that IP play a vital role in the modern economy. It has also been conclusively established that the intellectual labor associated with the innovation should be given due importance so that public good emanates from it. There has been a quantum jump in research and development (R&D) costs with an associated jump in investments required for putting a new technology in the market place.

Objectives:

1. To enable the students to know the laws which protect and enforce rights of Creators.
2. To know the legal rights that could be granted to the inventor or manufacturer to protect their invention or manufacturer of product.
3. To provide incentives to create and serve the interests of the public by promoting economic growth.

Report:-

Intellectual property right is a category of property which includes intangible creations of human intellect. A Guest lecture was organized by the department based on the importance of property rights. On 08-08-2022 the resource person was B.Vineela. She is an Advocate in Chirala. She stressed on the best know types of property rights. The history of Intellectual rights how it began in 19th century and now how it became common place in the majority of the world's legal system. Guest lecture was arranged for all B.Com students. Around 100 students took active participation in the Guest lecture.

Outcomes:-

- Students were able to know the monopoly rights that help to run the business successfully.
- Students gained knowledge on how intellectual property benefits a business.
- Intellectual property how it promotes business growth is also learnt.



**Guest Lecture on Intellectual Property Rights- Speech by Smt. B.Vineela
Advocate Chirala.**

Admission Campaign

17-08-2022

Department of Commerce has participated campaigning at Ramnagar, ipurupalem.



Introduction:-

Humor (Commonwealth English) or humor (American English) is the tendency of experiences to provoke laughter and provide amusement. The term derives from the humoral medicine of the ancient Greeks, which taught that the balance of fluids in the human body, known as humours (Latin: *humor*, "body fluid"), controlled human health and emotion. People of all ages and cultures respond to humour. Most people are able to experience humor be amused, smile or laugh at something funny (such as a pun or joke) and thus are considered to have a *sense of humor*. The hypothetical person lacking a sense of humour would likely find the behavior to be inexplicable, strange, or even irrational. Though ultimately decided by personal taste, the extent to which a person finds something humorous depends on a host of variables, including geographical location, culture, maturity, level of education, intelligence and context. For example, young children may favour slapstick such as Punch and Judy puppet shows or the Tom and Jerry cartoons, whose physical nature makes it accessible to them. By contrast, more sophisticated forms of humour such as satire require an understanding of its social meaning and context, and thus tend to appeal to a more mature audience.

Objectives:-

1. To enable the students to know how human management is an effective tool in Management.
2. To make the students gain knowledge the ways to reduce stress.
3. To give awareness to the students of role of humor in life.

Report:-

Humor allow both students and lecturers to come together, relationship that we all seek common ground. A sense of humor os part of the art of leadership of getting along with people of getting things done. A guest lecture was organized by the department based on importance of Humor in the class room. The resource person is Prof. A. Satish Babu, Retd., Professor in Commerce. He gave a Guest lecture on 07-09-22 stressing on humor at workplace and in class room. A student

in order to enjoy the class, few basic humor tips should be followed by the staff to make the subject interesting to the students. Also humor should be maintained to a level which should be related to class atmosphere. Professor also spoke the benefits of Humor and also explained few examples of what kind of humor should be maintained in the classroom. Guest lecture was attended for all B.Com students. Around 100 students took active participation in the Guest Lecture.

Outcomes:-

- Students were able to know how humor relaxes stress in the mind.
- Students understand how humor improves the health.
- Students were enlightened of how to lead a balance life at times of stress.



Guest Lecture on Humor Management-Speech by Sri A.Satish Babu

Field Visit to Cashew Factory at Vetapalem

27-10-22

The students of the Department of Commerce visit Cashew Factory at Vetapalem and observed the process of processing cashews i.e. various stages involved from raw cashew to finished products. The work place and the staff involved in processing are also observed by our students.



Field Visit to cashew Factory at Vetapalem.

Report

Objectives:-

- To enable the students about the profitability and employment provide in Cashew factory.
- To focus upon maximum women participation to promote gender empowerment.
- To know the processing of cashews in the factory.

Observation:-

B.Com Students along with the staff visited Ananta shaeat, cashew products which are located at old convert premises at Vetapalem. It is most admired organization with a significant global presence. The cashew word is a hard nut to crack, quite literally. To understand how you get to the ivory cashew kernel that to enjoy, it is important about cashew processing. Where it comes from and what it goes through to reach its edible stage. These are certain techniques applied during cashew processing to open the nut to protect the individual them and also to protect the kernel within. The various stages of cashew processing and manufacture are explained in detail to all the students. There was interaction with the employees students. Their doubts and were satisfied with the industrial visit. Students took active participation in the visit. Each stage of processing is explained to all the students, all the students were satisfied with Industrial visit in Vetapalem.

Outcomes:-

- ❖ Students were able to understand the work place and how it's essential to observe others.
- ❖ Students were enlightened about the managerial skills that are to be acquired in the industry.
- ❖ Students gained knowledge on teamwork, how it can lead to productive behavior in a team.

Student List of Industrial Visit

S. No	Name of the student
01	A. Sailakshmi Meghana
02	A. Ankitha
03	A. Madhavi
04	B. Pujitha
05	B. Ramya
06	Ch. Vyshnavi
07	J. Anusha
08	J. Raji
09	K. Mounika
10	K. Sowmya Bhavani
11	K. Ramya
12	K. Kavya
13	M. Poornima
14	M. Uma Devi
15	N. Ratna Kumari
16	N. Srilekha
17	O. Devidya
18	P. Jayasri
19	P. Sailakshmi Sivani
20	P. Tulasi
21	P. Neelima
22	R. Malleswari
23	S. Mamatha
24	S. Vengamamba
25	S. Ramya

Introduction:-

The first Accounting Careers Days were organized in 1972 by the San Diego Chapter of the California Society of CPAs. To inspire young people to seek careers in accounting, they organized the event. The Accounting Education Institute in the United States now runs the event, which is known as Accounting Day. The day has also been commemorated internationally in recent years. Therefore, every year on November 10, there is an International Accounting Day. The holiday honors the day in 1494 when Italian mathematician Luca Bartolomeo de Pacioli wrote a book with bookkeeping procedures. Thanks to this publication, de Pacioli is considered the “Father of Accounting.” Though the history of accounting as a recognized profession goes back many centuries. Accounting systems were used to keep track of the exchange of products between temples as far back as 5000 BC, according to records and documents from the Mesopotamian region. The discovery of accounting practices in ancient Egypt and Babylonia would add to the body of data, but the most thorough research would start with documents from the Roman Empire. The information recorded in countless archives from this period reveals precise quantifications maintained in a variety of domains, including state revenues, private spending, the distribution of goods, and more. Since its beginnings in pre-modern times, the field of accounting has seen substantial development. It would make particularly significant strides during the middle Ages and the Renaissance; International Accounting Day is observed on the anniversary of the publication of a significant book by an Italian mathematician in the 15th century.

Objectives:-

- To enable the students to acknowledge the great work accountants do for their business.
- To enlighten the students about functioning of accounts system in each sector.
- To make aware to the students about the opportunities available due to accountancy.

Report:-

Luca pacioli was a Francisiam friar born in Italy, he is known as Father of Accountancy education. Some we proudly came him the father of accounting Accountancy. Every year November 10th is celebrated as “International Accounting Day”. So all the B.Com students were enlightened about the importance of Accountancy. The Incharge of the department Sri. Y. Srinivasa

Rao stressed on the Principles set down by Pacioli and now resulted to computerized Accountancy. Accountancy is the heart of every business. Importance was given on all the opportunities of all jobs provided due to the accountancy. So students should be proved to be a graduate in Commerce. In this session all the B.Com Students took active participation.

Outcomes:-

- Students were enlightened about the vital role of accountancy in business.
- Students gained knowledge on how accountants act as arbitrators to settle disputes.
- Students were able to know how accounting is increase important to a business success.



Guest Lecture on International Accounting Day-Speech by Sri. Y.Srinivasa Rao

Introduction:-

The Consumer Protection Act, implemented in 1986, gives easy and fast compensation to consumer grievances. It safeguards and encourages consumers to speak against insufficiency and flaws in goods and services. If traders and manufacturers practice any illegal trade, this act protects their rights as a consumer. The Act seeks to promote and protect the interest of consumers against deficiencies and defects in goods or services. It also seeks to secure the rights of a consumer against unfair trade practices, which may be practiced by manufacturers and traders.08-Apr-2021Consumer protection makes markets work for both businesses and consumers. Consumers need to be able to obtain accurate, unbiased information about the products and services they Purchase. This enables them to make the best choices based on their interests and prevents them from being mistreated or misled by businesses

Consumer Rights:-

Right to value for money: Products and services MUST give value for money.

Right to Safety: Protection from hazardous products, services, and production processes.

Right to Information: ...

Right to Choose: ...

Right to Redress: ...

Right to Consumer Education: ...

Right to Representation:

Objectives:

- ❖ To Provide better and all round protection to consumers.
- ❖ To provide machinery for the speedy Redressal of the grievances.
- ❖ To create framework for consumers to seek Redressal.
- ❖ To provide rights to consumers.
- ❖ To safeguard rights of consumers.

Report:

Department of Commerce organized Consumer Protection Exhibition on the occasion of Consumer's Day. As part of their exhibition all the final III B.Com students have take activation participation in showing the difference of quality goods and mal nutrition goods. Products namely Saffron, Gold, Milk, Honey, Eggs are displayed by the students to show the difference of quality and mal nutrition Goods. Students from other collapse also visited the exhibition and appreciated our students for their good presentation of the products in the exhibition.

Outcomes:

- ❖ Consumers are protected against the marketing of goods and services which are hazardous to life and property.
- ❖ Consumer's sovereignty in the choice of goods is guaranteed.
- ❖ Consumers are entitled to a speedy, simple, and inexpensive relief under the act.
- ❖ The Redressal machinery is available within easy reach to the consumers.
- ❖ The authorities under the act are made responsible for the protection of certain rights. They are the right to safety, right to choose, right to consumer's education. This is enabling legislation and is aimed to be progressive.



Consumer Exhibition on the occasion National Consumer Day

Department of Commerce has conducted the seminar class on “Marketing. At their classroom. The following students are participated in their seminar class and presented their seminar paper.



Field Visit on KSR Handlooms

Date:- 06-02-2023

Introduction

Founding in the year 1990 out of the Entrepreneurial spirit of Mr.Kouthavarapu Srinivasa Rao Garu Chairman&Managing Director and his wife Mrs.K.Bala Prabhavathi is the Director of “KSR HANDLOOMS PVT.LTD”located in Chirala Andhra Pradesh.He started his career as a master weaver after the successful entrepreneurship in the year 2010 with the employees of 200 weavers incorporated a company in the name of Ksr handlooms Pvt.ltd. He has been introduced a Chirala Unique brand of “Kuppadam sarees” and business values. He continuously focused on the Product of Pure Cotton sarees, Cotton silk sarees and Pure silk sarees in domestic and International Market in to the state-of-the art infrastructure facilities, adopt Modern technology and upgrade our ethnic products the company continuous observing the latest fashion trends. KSR HANDLOOMS PVT.LTD is a one of the largest single located In- house manufacturing unit like Warping, Dyeing, Weaving, Printing, Embroidery, Garments ,Finsishing and” R&D” design studio in the country. The company have given Employment of above 2000 weavers direct and indirectly as a necessary part of our system. The company unique product of ethic handloom sarees, Dress materials and Kurtis .The Company built a strong foundation because of our “COUSTOMER CENTRIC BUSINESS APPROACH” from Yarn to finish fabric with latest trends.

Objectives:-

- ❖ To enable the students to have Practical knowledge of business manufacture.
- ❖ To explore the students to have experiential learning of what is taught in the class.
- ❖ To enable them to develop and exchange their knowledge and promote building relationship.

Report:-

KSR Handlooms Pvt.Ltd located in Chirala, Andhra Pradesh is a successful entrepreneurship with the employees of 200 weavers. The company focus on pure cotton sarees, Cotton silk sarees and pure silk sarees. It experts the goods in domestic and International market.

Students have visited the company and observed the manufacturing process namely Dyeing, weaving, Printing, Finishing etc. The expenses and income of

the manufacturing were keenly observed by our students. Marketing skills of the employees and the training received by the employees towards sales promotion were observed by the students. The day to day turnover of the company- its suppliers, dealers, and the whole mechanism of the manufacture was observed by the students.

Outcomes:-

- ❖ Students gained knowledge an manufacture process of the business namely the manufacturing account.
- ❖ Students had experiential learning i.e they had practical knowledge of the classes taught to them.
- ❖ Students built communication skills and clarified their doubts in relation to manufacture process.



Field Visit to KSR Handlooms at Chirala.

Guest Lecture on International Consumer Day

Date:- 15-03-2023

A Guest lecture was arranged by the department of commerce on 15-03-2022 on “International Consumer Rights Day”. Sri D. Immanuel Social worker was invited to deliver the lecture on Consumer Rights Day. All the staff and students participated in the programme.

INTRODUCTION:

Every year 15th March is celebrated as the World Consumer Rights Day. World Consumer Rights Day was inspired by President John F Kennedy, who sent a special message to the US Congress on 15th March 1962, in which he formally addressed the issue of consumer rights. He was the first world leader to do so. The consumer movement first marked that date in 1983 and now uses the day every year to mobilize action on important issues and campaigns.

The definition of Consumer right is 'the right to have information about the quality, potency, quantity, purity, price and standard of goods or services', as it may be the case, but the consumer is to be protected against any unfair practices of trade. It is very essential for the consumers to know this right.

Objectives:-

- To Provide better and all round protection to consumer.
- To provide machinery for the speedy Redressal of the grievances.
- To create framework for consumers to seek Redressal.
- To protect and promote the rights of the consumers
- To protect the consumers from immoral activities and unfair trade practices of the traders.
- To provide for better protection of the interests of consumers

- The right to be informed about the quality, quantity, potency, purity, standard and price of goods or services so as to protect the consumer against unfair trade practices.
- The right to be assured, wherever possible, access to goods and services at competitive price.

Outcomes:-

Consumers are protected against the marketing of goods and services which are hazardous to life and property. Consumer sovereignty in the choice of goods is guaranteed. Consumer aware and prepares them for standing up for their rights against the illegal practice and other product related issues.



Guest Lecture on International Consumer Day- Speech by Sri D. Immanuel

Guest Lecture on Insurance Promotion

Date:- 28-04-2023

Objective:-

- To make the students aware of the various insurance plans which are beneficial to their family as a whole.
- To enlighten to the students of Law insurance promotion is beneficial to the society at large.
- To focus mainly a principles of Insurance Promotion.

Report:-

Marketing Insurance plays a manifold on the one hand made product promotion security, their raise the awareness of citizen about models of protection from risks increased reliability to consumers, the cost of paying for the promise given by the insurer if a loss occurs will accomplished so knowing the importance of Insurance promotion a Guest Lecture on Insurance promotion was organized to the students on 28-04-2023. The resource person was G.Surya Prakash Rao. In this lecture importance of insurance law it plays a key role on relation to business and to personal life is focused. During the lecture the benefits of insurance and the difficulty and loss faced for not insuring is clearly explained in the Guest lecture, the overall coverage of insurance promotion is explained in the lecture.

Outcomes:-

- Students gained knowledge on the types of insurances in India- its importance and implication to the society as a whole.
- Students were enlightened with more insights of knowledge shared with the resource person.
- Students were enabled with the various job opportunities available to then in insurance sector.



Guest Lecture on Insurance Promotion-Speech by Sri. G. Surya Prakash Rao