



YA Govt. College for Women

Accredited by NAAC with 'B' Grade

Affiliated to Acharya Nagarjuna University, Guntur



Dept. of Commerce
Activities Register
2024-2025

Guest Lecture on Banking & Financial Service

Date:-11-09-2024

Objective:-

To create an awareness on the types of financial services which a customer can utilize.

Report:-

Banking & Financial Services have become the need of the hour. Even the rural people in order to run their life should have an awareness of banking system in India because many of the schemes initiated by the Govt., the benefits are received only through bank accountants. So to enable the students to have awareness of Financial Services guest lecture was organized for B.Com students on 11-09-2024. The resource person is Dr.V.k. Bhaskar Rao. He enlightened the students with a deep description of emerging trends in Financial Services with practical examples. So students participated in the programme.

Outcome:-

Students were able to know the functioning of Financial Services in India.





Field Visit on KSR Handlooms

Date:- 16-10-2024

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 exports 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.

Orientation Programme on Professional Courses

Date:-07-11-2024

Objective:-

To bring awareness and promote the professional courses to the B.Com students.

Report:-

B.Com students have huge opportunities namely by learning Professional Courses like CA, ICWA, and CS. So the importance and details of each course is explained to the III B.Com students by Master Minds Academy. The job description of each Professional Course is explained to the students. All the IIIrd B.Com General & Computer students have taken active participation and gained knowledge on these Professional Courses. The significance of Auditor is more focused in this orientation programme.

Outcome:-

The students were enlightened about their career in this orientation programme.





