

A Report on
Two Day national Seminar on
**“Recent Innovations in Commerce, Management, Skill
Development & e – Commerce (CMSDE)”**
(5TH & 6TH December, 2017)



Sponsored by: UNIVERSITY GRANTS COMMISSION



ज्ञान-विज्ञान विमुक्तये



ORGANIZED by: Department of Commerce

Pithapur Rajah's Govt College (Autonomous)

(NAAC Reaccredited with “A” Grade with 3.17 CGPA) KAKINADA.

Chief Patron

Sri. G.S. Panda Das, IAS

Special Commissioner, Collegiate Education, Vijayawada

Partron

Dr. K. Prameela, Regional Joint Director

Collegiate Education, Rajamahendravaram, Zone 1 & 2

Seminar Director

Dr. KRISHNA CHAPPIDI

Principal, P.R Govt College (Autonomous) KAKINADA

CONTENTS

S.No	Topic / Item	Page No.
1	Report on Inaugural Session	1-13
2	Report on Technical Sessions	14-35
3	Report on valedictory Function	36-40
4	Recommendations of the seminar	41-42
5	Organizing committee	43-48
6	Brochure Model Copy & Certificate Model Copy	49-51

THE PROCEEDINGS:

This seminar is the brain child of our college Principal Dr. C. Krishna garu, who motivated us to conduct a seminar in college by this Commerce Department.

The organizing activities for the seminar started with inviting applicants by preparation of a brochure and a new g mail account was opened. However this is second seminar from the department of Commerce, as we have conducted first seminar in the year 2016 on September 23rd and 24th on *“Innovative Trends & Global Advancements in Technology, Industry, Banking & Finance”*.

This is second seminar from the department of commerce. After having primary discussions at Department level, we held a meeting in the department assigned duties in various cadres. It was decided to call professionals from the academia and also from corporate delegates and students. After passing resolution in that department meeting, we consulted our college principal to nominate Dr. J. Pandu Rangarao as Seminar convener.

TITLE OF THE SEMINAR:

“Recent Innovations in Commerce, Management Skill Development, e – Commerce (CMSDE)”

Date of Seminar: 5-12-2017 to 06-12-2017 (Two Days)

Objective of the seminar: The Major focus of the seminar is to discuss the recent innovations in Commerce and Management Areas, it also focus on latest finance areas like Skill Development, E- Governance, e – Commerce along with GST.

Seminar Theme: Changing Dimensions on Recent Issues like Social Sciences, Humanities, National Skill Development, e – Governance Recent Changes in Political and economical changes in India, affecting many industries nationally and internationally. As your know Make In India, Demonetization, GST are influencing each sector. Now a day’s Technology Interventions, access to global knowledge become essential. Commerce and Management has its intervention in all most all areas. Modern organizations are facing complex

situations globally, sustainability, strategic management; Innovations & Creativity become regular practices of organizations. New trends in manufacturing, financial management, marketing, and supply chain management in the twenty first century have made a drastic drift in business practices globally. It is the time to each organization, to become cost effective, transparent, and protected with cyber security through various techniques like reverse innovation, block chain technologies etc. Challenges lie in the development and governance of the technology.

Technical Themes included as Recent Innovations in Commerce as first Session, Recent Innovations in Management as Second Session, Skill Development as Third session & e – Commerce as fourth Session.

Total 140 papers were received from across the nation mostly from Andhra Pradesh, Telangana, Pandichery, Rajasthan, Odissa, Tamilnadu, Kerala, Uttar Pradesh, Maharastra and Karnataka before the due date; however the review committee rejected 6 papers that were not up to the mark and the articles received after due date. Many participants requested the seminar convener to accept their paper in-absentia mode. But very limited members utilized that facility and total registration both online and spot reached 158 including student participants.

SESSION WISE BREAK-UP OF PAPERS:

NAME OF THE TECHNICAL SESSION	No. of papers received
Innovations in Management	30
Innovations in Commerce	35
E - Commerce	30
Skill Development	44
Total	139

After consulting each author, the Seminar Convener approached the college principal to publish the collected articles as a compiled book form with ISBN number 978-81-933256-4-3, International ISBN: 978-1-9512-4276-4. With this encouragement a book with 628 pages was released in Inaugural function by the Chief Guest Urban MLA Sri. Vanamadi Venkateswarao, Smart City Mayor Smt. Sunkara Pavani Thirumala Kumar, Dean Academic Affairs, Prof. S. Teki, as Keynote Speaker, and our College Principal Dr. C. Krishna on 05-12-2017, Vice Principal Sri. T. Vara Prasad and seminar convener Dr. J. Pandu Rangarao.

PROGRAMME SCHEDULE

Valedictory function

0900 – 1000 am	Registration
1000 – 1010 am	Inviting guests on to the dais and college prayer song, lightening the lamp
1010 – 1015 am	Welcome & presidential address by our college Principal and president of the function Dr. Ch. KRISHNA
1015 - 1020 am	Chief Guest address by Sri. Vanamadi Venkateswara Rao, MLA, Kakinada city
1020 - 1025 am	Remarks by Guest of HONOR Smt. Sunkara Pavani Thirumala Kumar, Smart City, Mayor, Kakinada.
1025 - 1030 am	Keynote address by Prof. S. Teki, Prof. S. Teki, Dean Academic Affairs, AKNU, Rajamahendravaram.
1030 - 1035 am	Seminar theme presentation by Seminar Convener Dr. J. PANDU RANGARAO, Organizing
1035 - 1040 am	Vote of Thanks by Sri. P.V. Krishna Rao, Lecturer in English,
1040 – 1050 am	National Anthem
1050 – 1055 am	High Tea

TECHNICAL SESSION – I (11.00 AM to 01.00 PM) INNOVATIONS IN COMMERCE

- Chair Person -1** : Dr. Pathuri Mohan, Principal SKIM, Khammam
- Chair Person -2** : Dr. Katuri Nageswara Rao, Asso. Prof MR College, Peddapuram
- Rapporteur** : Dr. Kanigiri Lakshmana Rao, Asst. Prof. GDC, RCVM
- Paper presentation** : Participants:

LUNCH BREAK (1.00 to 2.00 pm)

TECHNICAL SESSION – II (1.00 PM to 5.00 PM) INNOVATIONS IN MANAGEMENT

- Chair Person -1** : Dr. Prof. Satya Subrahmanyam Garu, Oxford University
- Chair Person -2** : CA. Nulu Suresh Garu, ICAI Member, Chartered Accountant
- Rapporteur** : Dr. B. Ravi Kumar, Professor, PRISM College, Vijayawada
- Paper presentation** : Participants

DAY – 2: 06-12-2017 (Wednesday)

TECHNICAL SESSION – III (10.00 AM to 1.00 PM) SKILL DEVELOPMENT

- Chair Person -1** : Dr. D. Thiruvengala Chary, Asso. Professor, KGDC, Warangal
- Chair Person -2** : Prof. E. Hariram Prasad Sarma, Asso. Prof. Vagdevi Engg Clg.
- Rapporteur** : Dr. R. Sreenivasarao, Asso. Prof. C. R. Reddy College,
- Paper presentation** : Participants

LUNCH BREAK (1.00 to 2.00 pm)

TECHNICAL SESSION – IV (2.00 PM to 4.00 PM) Recent Innovations in Management

Chair Person -1 : Dr. P. Subrahmanyam, Principal, Almur GDC

Chair Person -2 : Dr. D. Nagayya Garu, Rtd Professor in Economics, ANU, Guntr

Rapporteur : Dr. P. Satyanarayana, Asso. Professor, JNTU, Kakinada

Paper presentation : Participants

REGISTRATION PROCEDURE:



Day One: 1 (05-12-2017)

By 9.00 Am, the process of Registration started at Ground Floor, K.V.B.N.Kumar, Smt. D. Anil Prabhathi, and VRA Lakshmi took initiative and completed the process of registration.

REPORT ON INAUGURAL FUNCTION:



The seminar was duly inaugurated on the day 05-12-2017 with a grand ceremony in the main LCD Hall – II of the college. The presidium was comprised of patron of Kakinada Urban MLA Sri. Vanamadi Venkateswara Rao as Chief Guest, Smart City Mayor Smt. Sunkara Pavani Thirumala Kumar, as Guest of Honor, and Prof. S. Teki, Dean Academic Affairs, Adikavi Nannaya University, Rajamahendravaram, as Keynote Speaker. All of our college staff, students and NCC cadets formally invited Chief Guests, Guest of honors, and other delegates to the college, The Inaugural session was presided over by our College Pricipal, Dr.

C. Krishna, and the inaugural programme was commenced from 10.00 am with Jyothi Prajwalana. The dignitaries on the stage were duly welcomed with flower bouquets.



PRESIDENTIAL SPEECH:



Dr. Chappidi Krishna, presented humble the profile of 134 years of this college profile. He also said that this college is recently re accredited with A grade by NAAC, Bangalore. He also said that with 27 UG and 7 PG courses this college is fulfilling the educational needs of more than 2,500 students. The alumni, and vast library of this college stood in bringing NAAC “A” Grade. He also expressed his heartfelt happiness towards the department of commerce for the initiative taken by them to host this two day national seminar.



The national seminar opened melodiously with the College Dedicated song *Jaya Jaya Priya Bharatha Janayithri* After prayer song our college Principal Dr. C. Krishna presided over the meeting with his opening remarks. MLA Sri. Vanamadi Venkateswara Rao, addressed the gathering with his innovative speech. He emphasized the importance of Commerce Education. In this context he opined that P.R. Govt College is nurturing recent knowledge in all academic areas by conducting national and international seminars. He pointed out that still there is need to carry more research in commerce and management. He also added that in entire business world commerce is playing an important role. He concluded that this seminar may cater the needs of current economic situations he added. The ceremony further continued with our remaining guests of honor sharing their wisdom and years of experience by imparting necessary expertise's regarding give themes.



Prof. S. Teki in his keynote address emphasized the relevance and importance of the seminar theme to country like India. He added that commerce and management also comes under humanities in which, the theories and functions think of welfare of the public. He emphasized the environment and how pollution is going to be keeping fresh air and fresh water away from human being. He opinioned that people must have environmental conscientiousness, then in future people may used to carry; Oxygen cylinders like water bottles now. He planted two trees in the college campus and asked students to take care of them. The seminar is mainly aimed at the need for the development of various innovative and advanced movements in Banking, Marketing, Skill Development, e- Commerce and e - Governance in India. Prime Minister Sri. Narendra Modi intended to develop skills through PRADAN MANTRI KAUSSAL VIKAS YOJANA (PMKVY) National Skill Development Corporation (NSDC), SEMA, NSDA. Marketing also taking new ways to reach and find a prospective customer. In this e – Commerce is playing an important role. Many partners like flip kart, snaapdeal, amazons are

pioneers in e-commerce. All above discussed issues are covered by the main and sub themes of the seminar.

He appreciated the seminar Convener and members along with college staff, students for their active involvement.

Guest of honor Smt. Sunkara Pavani added that being the alumni of this college, she is so happy to attend as Guest to this national seminar. She expressed her satisfaction, being alumni of this college. She added that economic development is possible through creativity, innovations and Research. She addressed that Skill Development only cater the needs of industrial Human requirements. She also suggested that students and faculty must involve in research so as to end with growth. Mrs. Pavani also said that e- Commerce is leading and stood on top in business. Most of the companies like Amazon, Snaapdeal, Flipkort, Olx are some example that covering e – commerce business.



While concluding, the dignitaries on the dais expressed their wish that deliberations of this seminar would be helpful in finding the solution of the burning questions in recent days. There after the Book (Souvenir) was released by the Chief Guest, Guest of honor and other participants and dignitaries of the presidium.

After submitting the brief report on the seminar by Seminar convener Dr. J. Pandu Rangarao, he outline the details of the seminar in detail about the technical sessions which are divided into four sessions that will be held during two days in the same hall. In his address, he focused on the various aspects of Commerce, Management, Skill Development and e –Commerce, along with some sub themes like corporate governance, meaning of corporate social responsibility, the challenges faced today in Corporate Governance and further pointed out the requisite solutions and suggestions to meet the challenges. He also discussed that the workshop will help in identifying the loopholes and bottlenecks which need to be addressed as well as to give a better understanding of the necessary measures which needs to be addressed. Thus marking the wide area in which the debate would take place. Before vote of thanks all delegates were honored with small felicitation and mementos were handed over by our college principal and other Head of the departments.

At the end of this inaugural session Sri. P.V. Krishna Rao, Lecturer in English offered formal vote of thanks to all dignitaries on the dais. The anchoring of the inaugural session was done by him. The programme ended with National Anthem.

TECHNICAL SESSION – 1: INNOVATIONS IN MANAGEMENT

**Chair Person: Dr. Pathuri Mohan, Principal, SKIM, Khammam
Telangana.**

**Co – Chair Person Dr. K. Nageswara Rao, Head M.R. COLLEGE,
Rapporteur: Dr. Lakshman K, Head, GDC, Rampachodavaram.**

The Sub – themes for Technical Session one were as follows:

- **General Management**
- **Finance & Economics**
- **International Business & Supply Chain Management**
- **Marketing & e- Marketing**
- **Human Resource Management & Organizational Behavior**

11.00 AM: After small break for high Tea, Technical Session one was commenced on the given topic: INNOVATIONS IN MANAGEMENT, Sri. Ch. Balaji, CF in the Commerce Department Submitted the profile of Chair person, Smt. KNB Kumari, CF in the department presented the profile of Dr. K. Nageswara Rao, Asso. Professor at M.R. College, Peddapuram. The session started with the opening remarks of the Chair persons. Total 30 papers received and 20 participants presented their papers up to Lunch break 1.00 P.M.

Dr. Pathuri Mohon, Professor, SKIM Khammam, presented his paper on Employee perception on work life balance in IT sector, he also answered all questions posed by audience. His paper mainly aimed at; to examine the structure of Indian IT Sector and its growth & to understand the Work Life Balance particularly top level employees. Dr. Rangu Sreenivasarao, Asso. Professor from C.R. Reddy College presented jointly his paper on Impact of Tourism on Environment. His work aimed at consequences of tourism. In order to be environmentally friendly, tourism sector can deploy some basic measures like: improvement of Greenery, introduction of sustainable waste reduction and

management strategies, sustainable use of natural resources such as water and energy, and utilization and purchase of such products and chemicals, which have a minimal impact on the environment.

Our college faculty Smt. D. Anil Prabhathi along with Vice Principal Sri. T. Vara Prasad, presented her paper on Women Entrepreneurship in India. She added that in Indian the possible environment must be developed to encourage women entrepreneurship. Mr. Krishna Babu Sambaru, Lecturer in Aditya College along with his joint author Dr. Srinivasa Krishna presented their paper on New Age consumer behavior – an Anthropological approach to Understand Customer Insights”. They added that understanding consumer behavior to capture the e-business is important. Along with above said more than 20 participants presented their papers, the chairperson concluded the session with his observations. Felicitation was done to all chairpersons by M.com and B.Com students and faculty of commerce department.



List of Participants presented papers in Technical Session - I

S. N	Title	Author
SESSION – I: INNOVATIONS IN MANAGEMENT		
1	Four tier management pyramid with reference to middle management in industry	Prof. BADIUDDIN AHMED, MOHD TAHERULLAH, MANU, Hyderabad
2	Employee perception on work life balance A study on information technology sector	Dr. PATHURI MOHAN, Principal SKIM, Khammam
3	"A study on impact of tourism on environment	Dr. R. SREENIVASARAO, C.R. Reddy College (A) Eluru
4	Women entrepreneurs: problems and challenges	Dr. K.V. RAMA MURTHY, Mrs. T. NAGALAKSHMI,
5	A discourse on innovation management: a voguish spurt	*Dr. G. SUBBARAJU, HOD- **M. PRUDHVIY RAJU,
6	Women empowerment: a challenge of 21st century	Dr. J. CHINNARAO Dr.K NAGESWARARA RAO
7	Influence of morale on productivity in steel industry w.r.t. Vizag steels ltd., Vizag.	Dr. S. RAVI DHARMA RAJU MR. RAGHAVENDRA RAJAMANYA
8	An empirical study on stress management in banking sector employees	Prof. NOOR BASHA ABDUL, Mr. MADIREDDI SSV SRI KUMAR
9	Women entrepreneurship in India	SRI. TADI VARA PRASAD D.ANIL PRABHATI.
10	Human resource management and organization behavior	PROF. M. SARADA DEVI, KONA. YASODA(Scholar), Dr. K. KIRAN KUMAR
11	Portfolio selection and its effective diversification of select scripts in India.	Dr. S. NARENDRA
12	India's monetary policy and its effects: a consideration	Dr. P. VENU GOPAL,
13	The approach to change management mirrors management's mindset: a study	Dr. V VIJAY DURGA PRASAD

14	New age consumer behavior-an anthropological approach to understand customer insights	Dr. SRINIVASA KRISHNA KRISHNA BABU SAMBARU
15	“A study on demonetization impact on banking sector”	Mrs. B. PADMAJA,
16	“Success can be achieved when an employee is having a common perception and control their emotions at organizational level”	RAGHUNATH REDDY.CHALLA Dr. AKHIL GOYAL,
17	A comprehensive study on green marketing	Miss. J. PRAVALIKA
18	A study on brand awareness in rural markets in India” (a consumer brand awareness level study with respect to Avanigadda – Divi Taluka region of AP, India)	SRIKANTH AMARA,
19	Working capital analysis in TATA steel limited	CH.VENKATESWARLU,
20	Marketing versus e-marketing and its importance	B. VENKATA RATNAM P.MANASADEEPTHI,
21	Innovating paradigms in management	G. SACHINDRA.,
22	A conceptual framework on payroll and talent management outsourcing	Mrs. E. VENU MADHAVI
23	Impact of online advertising	KRISHNA BABU SAMBARU
24	HRM & corporate performance In the context of economic liberalization in India	B.ARUNA,
25	Impact of metal commodities on Indian commodity market - an empirical study	M. SRIDHAR KUMAR,
26	Culture norms, work styles & work environment across BRIC nations	ALLE YASHODA, Asst. Prof
27	Employee engagement: a review of literature	P.GIRIJA SRI,
28	HRM in organizational behavior and its fundamental aspects	Mrs. N. NIRMALA KUMARI
29	A study of risk tolerance in portfolio management of an individual investor in Dehradun	HIMANSHU SHARMA SHIVANI LOUIS

30	The pros and corn of online banking- an overview:	SHAIK KHWAJABI,
----	---	-----------------

TECHNICAL SESSION – II: INNOVATIONS IN COMMERCE:

Chair Person: Prof. Satya Prakash, Oxford University,

Co Chair Person: Mr. Nulu Suresh, Chartered Accountant, ICAI,

Rapporteur: Dr. B. Ravi Kumar, PRISM Institution, Vijayawada,

The Sub – themes for Technical Session one were as follows:

- **Innovations in Commerce**
- **Indian Economy**
- **Stock Markets**

The second technical session was started after the lunch break by 2.00 P.M. on RECENT INNOVATIONS IN COMMERCE. Their profiles were presented by our Guest Faculty in the department of Commerce Dr. J. Vijaya Kumar, and Dr. D. Venkateswararao, In this session total 35 papers received and 18 were presented by participants. CA Nulu Suresh gaur, addressed the gathering on Goods and Services Tax, Dr. Satya Subrahmanyam delivered his presidential address on Importance of Commerce Education. B. Ravi Kumar concluded the session with his remarks. They advised students to obtain M.Com instead of M.B.A to know the real commerce and its impact on Indian Economy. Dr. K. Anjaneyulu, presented his paper on Impact of GST on Services Sector: A Review, his colleague from Hyderabad, Dr. H. Srinivas Rao, presented his paper on GST: Implications for Indian Economy.

Dr. Degala Venkateswara Rao of P.R. College along with joint author presented their paper on GST – Implications on Small and Medium Business. G. Sreenivasa Rao, Government Degree College, Srikakulam, presented his paper on

“ A study on Behavioural finance in Financial Planners Perspective” . He also added that students must learn, earn and invest in Stock Markets. He also advised the students of both M.Com and B.Com to have certificate courses in NCFM. His paper opined that Portfolio Management must be developed to promote finance or to pump funds into Indian Stock Markets.

Teacher means an experienced student. 1991 is Turning point in commerce. Make in idea is a hub now ex:- Hyundai.

How to produce, how to make and generate the leadership that leads local companies into national companies.

GST:- N. Suresh garu C.A Qualified in 2003. Government needs spend to money for economic activities taxes are main sources of government. Replacement of existing tax structure as GST. Commerce student continues update follow the economy.

SKILLS & DEVELOPMENT:- Dr.B.Ravigaru. Re-search means continue the search, never ending skills means sitting and listening development means on stage talking.

A STUDY ON INNOVATIONS HUMAN RESOURCE STRATEGIC PRACTICES:-

MANOJ FROM A.S.T.

- Human resource management plays a critical role in redefining new strategies so that they can create changing environment.
- Focused on only employment applications.
- HRM is a back bone of successful organisation.
- HR.Dept on innovation and creative to keep the cutting edge of competition.
- Constantly hiring employees transfer, promoting human satisfaction leads to achieve organisational goals.

EMERGING TRENDS IN GREEN MARKETING:-

M. SRIVIDYA Ph.D.

In recent years consumers and business world have deemed environmental issues that green marketing as the application of marketing tools to facilitate exchange that satisfy.

To know the concept of green marketing. To study the challenges to the green marketing green marketing is useful for electronic goods and items in present scenario compare to other countries India is top in green marketing.

INNOVATIONS:-

Dr.G.Subbaraju garu M.A Bhimavaram

According to Albert in stain innovation should be DNA of organisation.

Ex:-Apple. Once up to Kodak, Nokia fail to innovate themselves in organisation if you are not innovate your competitors will dig you in market.

INPACT OF ONLINE ADVERTISING.:-

Dr.KRISHNA BABU Ass.PROF.Aditya group.

To identify the most effective media of advertisement to find out the reasons for preferring online advertisement. To explore the difference between online advertise mint and traditional form of advertising everyday 41% responds and findings the most of the respondents prefer advertised products more than non – advertised products video advertisements are preferred by majority of people.





List of Participants presented papers in Technical Session - II

S.No.	Title of the papers	Author(S)
1	GOODS AND SERVICES TAX (GST) - FRAMEWORK AND IMPLICATIONS FOR IMPLEMENTATION ONE NATION – ONE TAX AND ONE MARKET – A TECHNOLOGY DRIVEN TAX	Prof. BALLA APPA RAO, Andhra University, Prof. D. NAGAYYA, Acharya Nagarjuna University, Guntur
2	A BIRDEYE VIEW ON GST	DR. J. VIJAYA JAYANTHI KUMAR, K.N.B.KUMARI,
3	MARKETING OF INSURANCE SERVICE IN INDIA	Dr. K.NAGESWARA RAO, Dr. K. LAKSHMAN RAO,
4	FATHER OF INDIAN ECONOMICS: AMBEDKAR	DR.B.CHARWAK
5	IMPACT OF DEMONETIZATION (CASH SHOCK) ON ECONOMY	Dr. E.HARI PRASAD SHARMA
6	BRICS: FOREIGN TRADE AND THE MACRO-ECONOMIC VARIABLES COLLIDING WITH IT	Dr. E. NIXON AMIRTHARAJ, Mr. SHANKAR, R

7	INSIGNIFICANT MINORITY FINANTIAL AND HUMAN RIGHTS INFRINGEMENT OF THE DIFFERENTLY ABLED	Dr. T.K.V. SRINIVASA RAO,
8	LEGAL ASPECTS OF E-GOVERNANCE JUDICIAL PERCEPTION	Dr. GANTA. SATYANARAYANA,
9	CURRENT TRENDS IN COMMERCE AND MANAGEMENT EDUCATION	Dr. CH.BRAHMAIAH, Dr. D.CH. APPA RAO, M.A. GAFFAR, CH. KONDALA RAO,
10	A COMPARATIVE STUDY OF PAST AND PRESENT IMPACT OF ECONOMIC REFORMS WITH REFERENCE TO NEW GST POLICY	Dr. P. V. V. SATYANARAYANA
11	THE NEW ECONOMIC SYSTEM IN INDIA – AN OVERVIEW - ROLE OF GST	Dr. B. SANGEETHA
12	IMPACT UNDER GOODS AND SERVICES TAX (GST) ON JOB WORK TRANSACTIONS”	CA. GUNVANTRAI A. RACHCHH
13	IMPACT OF GST ON SERVICES SECTOR: A REVIEW	DR.K.ANJANEYULU
14	GST: IMPLICATIONS FOR INDIAN ECONOMY	Dr.H.SRINIVAS RAO,
15	MSMES - DEVELOPMENT AND EMPLOYMENT GENERATION IN INDIA : PROBLEMS AND PROSPECTS	Dr.PRABHAKARA RAO
16	DEMONETIZATION EFFECT ON CUSTOMER SATISFACTION	A.NIHARIKA Dr. Y.NAGENDRA KUMAR,
17	A STUDY ON SWOT ANALYSIS AND IMPACT OF GST ON STAKEHOLDERS IN INDIAN CONTEXT.	Dr. JYOTHI TAKUR,
18	GST – IMPLICATIONS ON SMALL AND MEDIUM BUSINESSES	*A.V.N.A.V.PRASAD, **Dr.D.VENKATESWARA RAO
19	ECONOMIC DEVELOPMENT AND THE ROLE OF DERIVATIVE MARKETS IN INDIA	B.PEERAKUMAR
20	THE IMPACT OF TRAINING ON THE PERFORMANCE OF THE EMPLOYEES INMANUFACTURING COMPANIES(A CASE STUDY OF VISAKHAPATNAM STEEL PLANT)	K.PADMAVATHI NAGESWARAMMA
21	HUMAN RESOURCE ACCOUNTING IN INDIA – AN OVERVIEW	MURALIDHAR DUNNA
22	GST IMPACT ON INDIAN ECONOMY	K. MURALI KRISHNA Dr. KALNEEDI. RAMBABU,
23	WORKING CAPITAL MANAGEMENT AND PROFITABILITY – CASE OF NAGARJUNA FERTILIZERS, KAKINADA	P.UMARAJITHA,

24	AN ANALYSIS OF E-GOVERNANCE IN KARNATAKA	CHIDANAND S. ANUR
25	IMPACT OF WELFARE MEASURES ON HUMAN RESOURCE QUALITY IN SCCL – WITH SPECIAL REFERENCE TO KOTHAGUDEM MINES	*A.ANNAPURNA
26	WOMEN ENTREPRENUERSHIP IN RURAL VS URBAN AREAS A STUDY	CH.UMA DEVI
27	IMPACT OF GOODS AND SERVICES TAX ON INDIAN ECONOMY	T.DEEPTHI
28	IMPACT OF GST ON EACH SECTOR	Mr. KASSEY RAJEEV Ms. B. VENKATA LAKSHMI
29	A STUDY ON BEHAVIORAL FINANCE IN FINANCIAL PLANNERS PERSPECTIVE	G.SRINIVASA RAO,
30	AN OVERVIEW OF GST AND ITS IMPACT ON INDIAN ECONOMY	BHAVYA.P J.SOWMYA T.SRINIVAS
31	IMPACT OF GST ON COMMON MAN'S WALLET IN INDIA	M.S. KOKILA
32	A COMPARATIVE ANALYSIS OF FOREIGN INVESTMENT & ITS INFLUENCE ON INDIAN SECURITIES MARKETS	VUYYURU DEEPIKA.
33	A STUDY ON IMPLEMENTATION OF GOODS AND SERVICES TAX (GST) IN INDIA	MEHERJI DUVVURI Dr. N VISALAKSHI
34	STOCK MARKET FROM THE PERSPECTIVE OF IPO'S - ISSUE PRICE TO LAST TRADING PRICE	SYED JAFFER
35	IMPORTANCE OF COMMERCE EDUCATION IN THE AGE OF GLOBALIZATION : NEW INNOVATIONS AND CHALLENGES	T.VENKATARAMANA

TECHNICAL SESSION: III: SKILL DEVELOPMENT

Chair Person: Dr. D. Thiruvengala Chary, Asso. Professor from
Kakatiya University,

C0 – Chair Person: Dr. E. Hariram Prasad, Prof. in Vagdevi Engg
College, Karimnagar,

Rapporteur: Dr. R. Sreenivasa Rao of Sir. C. R. Reddy College, Eluru

The Sub – themes for Technical Session one were as follows:

- **Skill Development,**
- **Skills required to Corporate companies,**
- **IT and Operations**
- **PMKVY, MAKE IN INDIA & VIKASA,**
- **National Skill Development Corporation etc.,**

On Day Two 06-12-2017, Wednesday, the day started with technical session three. The profiles of Chair Person, Co – Chair person and Rapporteur was presented by Miss Ch. Umadevi, Miss Athili Annapurna, and Smt D. Anil Prabhathi Guest faculty of the Commerce department Respectively. This technical session covered the sub theme, “SKILL DEVELOPMENT”. In this session total 30 papers received and 20 papers were presented from various parts of the country.

This session started with the opening remarks of Chairperson Dr. D. Thiruvengala Chary his speech focused on role of Skill Development in Present Scenario, the co-chairperson, E. Hari Prasad Sharma added some knowledge in the area of smart city and Fiber Grid. Dr. RSR Rapporteur added that youth must update their skill and knowledge to suit the requirements of industry. Smt. V.R.A. Lakshmi along with her joint author submitted her paper on role of Skill Development in modern days particularly after implementation of GST, after De &

Remonetization, Make in India, Digital India this paper also covered how skill can be developed through PMKVY centers in East Godavari District.





1. Co-chairmen Speech and presentation of Participants

List of participants in this Technical Session – III are as follows:

S. No	Title of the paper	Author (s)
1	INNOVATIONS IN E- COMMERCE	Dr. T. VINILA, Mr. M. VIJAYA SEKHARAM
2	PROBLEMS AND PROSPECTS OF E-COMMERCE IN INDIA	Dr. C. RAMA MOHAN REDDY
3	RETAIL MANAGEMENT IN INDIA- GLOBAL ISSUES	Dr. T. SASIKANTH REDDY
4	FUTURE TRENDS OF E - COMMERCE – A STUDY	Dr. RAMA KRISHNA CHITTAJALLU
5	EVOLUTION OF E-COMMERCE IN INDIAN COMMERCE MARKET	Dr. T. DURGA PRASAD M.RAGHU RAM
6	INNOVATIONS IN INDIAN E-COMMERCE	Dr. J. VIJAYA KUMAR Dr. .D. RAMA RAO
7	AN OVERVIEW OF BUSINESS INNOVATION AND ROLE OF E-COMMERCE IN INDIA	Dr. YOGINDER SINGH ,
8	E-COMMERCE IN INDIA – OPPORTUNITIES AND CHALLENGES.	Dr. K. NARENDRA KUMAR, ANANTHANENI ASHA, KALPANA POLACI,
9	DRIVING E-COMMERCE IN DIGITAL INDIA	Dr. PYDITALLI DUPPADA
10	"EXPEDITION OF THE FMCG SUPPLY CHAIN: ROLE OF RFID TECHNOLOGY"	Dr B. SYAM SUNDAR
11	THE TRENDS OF DIGITAL MARKETING IN INDIA: AN OVERVIEW	Dr. R. UMA DEVI,
12	EMERGING CHALLENGES OF TOURISM INDUSTRY IN INDIA	Dr. N. THYAGARAJU
13	A STUDY ON IMPACT OF TOURISM INDUSTRY IN INDIA	Dr. R. SREENIVASA RAO SANDEEP A. G. MEHAR ASCHERYA
14	EMERGING TRENDS IN ELECTRONIC AND DIGITAL PAYMENT SYSTEM IN BANKING SECTOR	Dr. B. P. NARASA REDDY
15	E-HUMAN RESOURCE MANAGEMENT, DEFINITION, FUNCTIONS, MODULES:	SHAK IRABANU,

16	A STUDY ON THE ACHIEVEMENT OF DIGITALISATION THROUGH DIGITAL BANKING AND ITS IMPACT ON SOCIETY	S.BRINDHA
17	“ROLE OF E-COMMERCE IN TODAY'S BUSINESS”	D. CHANDRA SEKHAR
18	“IMPORTANCE OF E-COMMERCE AND ITS IMPACT ON SOCIETY”	P.GANGADHARA RAO
19	A PERSPECTIVE STUDY ON EVOLUTIONARY CHANGES IN INDIAN ECONOMY	SHAIK KHASIMSHA, MBA,
20	EMERGING TRENDS IN GREEN MARKETING	M.SRIVIDHYA,
21	PROBLEMS AND PROSPECTS OF E-COMMERCE IN INDIA	G. SHEKHAR.
22	RELEVANCE OF NSE CNX NIFTY 50 AND NSE SME EMERGE INDEX: AN EMPIRICAL ANALYSIS	LAKSHMI PRIYAMULAKA
23	A STUDY ON CIRCULAR BUSINESS ECONOMY MODEL	Dr. G. SRINIVASA RAO,
24	PERFORMANCE OF PUBLIC AND PRIVATE SECTOR BANKS IN INDIA: A COMPARATIVE STUDY	Dr.V.CH.PURNA CHANDRA RAO
25	A STUDY ON OPPORTUNITIES AND CHALLENGES OF E-MARKETING - INDIAN PERSPECTIVE	Dr. Ch. RAVI VARMA, Dr. M. SRAVANI
26	E COMMERCE IS A STUPENDOUS TROY TO THE PRESENT GENERATION – A REVIEW	Dr. G. GANGAIAH, Dr. SUKUMAR REDDY
27	IMPACT ON E-MARKETING IN INDIA	G.CHAITANYA, III B.COM (C.A)
28	BEHAVIORAL STUDY OF INVESTORS OF STOCK MARKET: EVIDENCE FROM THE EAST GODAVARI DISTRICT	KADIMPALLIRAJUBABU PROFP VENKATESWARLU MULAKA LAKSHMI PRIYA
29	USAGE OF CLOUD COMPUTING IN AP STATE GOVERNMENT OFFICES: A REVIEW	G.Thejesvi E. Hari Prasad
30	RECENT INNOVATIONS IN CASH MANAGEMENT	CH.BALAJI,

TECHNICAL SESSION : IV: e- COMMERCE:

Chair Person: Dr. P. Subrabhamnay, Principal, Almur

Co-chairperson: Dr. D. Nagayya, Rtd Professor of Economics,

Rapporteur: Dr. P.V.V Satyanarayana, Asst. Professor, JNTU,

The Sub – themes for Technical Session one were as follows:

- **E – Commerce,**
- **E – Governance,**
- **GST and Demonetization**

The main theme of fourth technical session is e- Commerce: the profiles of Chair person, Co chair person and Rapporteur were presented by Dr. J. Pandu Rangarao, Smt. V.R.A. Lakshmi and M.Com Students Mr. D. Chandra Sekhar Reddy. In this total 44 papers were received, and 32 papers were presented by both participants and students of PR government college, Kakinada. This session too started with the speech of Dr. P.V.V. Satyanarayana who emphasized the importance of e- Commerce and its impact on various sectors of the economy. After the chairperson’s speech, participants presented their papers. Dr. Ch. Rama Krishna, GDC Mandapeta presented his paper on “Future Trends of e –Commerce – A study. Our College M.Com Student D. Chandra Sekhar and Dr. J. Vijaya Kumar presented their paper on role of e – Commerce in Today’s Business World. This session also ended with fruitful deliberations.

EVOLUTION OF E-COMMERCE:-

E-Commerce stands for: electronic commerce changing in system. Better system to online. To know the importance of the E-Commerce raising. Internet penetrations. Internet Reliance Jio. growth of e-commerce is from 2010 – 26,263 to 2016 – 2,11,005.

Government, in e-commerce in make in India, digital India, start-up India for prosperous India. ring Aadhar based payments are more widespread in India.

Digital India:- E-Attendance

E-Pension

Digital lock

Free WIFI

E- Hospitals.

Provides security assistance, eliminates third party.

SUGGESTIONS OF THE STUDY:- The overall research indicates that e-commerce is key role for Indian economy for the future growth.

HRM AND CORPORATE PERFORMANCE:- They are the process of hiring and develop employees so they become more valuable to organization it includes conducting job analysis, planning, personnel and scope of H.R.M. Personal aspect, welfare aspect, in doctrinal aspect HRM increase work efficiency to help all employees reach optimal per for manse and to usefully their capacity and potential.

INNOVATIVE PRACTIVES IN MARKETING MANAGEMENT:- Innovation is defined as the creation of better or more efforts nature of innovations creation and exploration of value, technical management system, elements of the org size, process of operating marketing orientation.

WORKING CAPITAL:- Enhance good will, credit policy, profit level and level of taxes types of working capital (i) Based on concept it is of gross working capital and net working capital and based on time (ii) permanent W.C (Working Capital) and temporary W.C. Acid test also called quick ratio.

These are the some of the outcomes of the paper presenters

List of Paper Presenters:

1	A STUDY ON INNOVATION AND GLOBAL HUMAN RESOURCE MANAGEMENT	DR.D.N.V. KRISHNA REDDY DR. M. SUDHIR REDDY
2	SKILL INDIA - ROADWAY TO SUSTAINABLE DEVELOPMENT OF YOUTH	Dr. (Smt.) B.V.L.A. MANGA, ,
3	IMPACT OF TRAINING & DEVELOPMENT ON EMPLOYEES PERFORMANCE: A STUDY OF HRH GROUP OF HOTELS	Dr. DHARMESH MOTWANI
4	SKILLS DEVELOPMENT	Dr.P. HARIRAM PRASAD, V.R.A LAKSHMI
5	RECENT TRENDS IN HUMAN RESOURCE MANAGEMENT IN INDIA	*Dr .D.VENKATESWARA RAO
6	A STUDY ON WHEEL OF FORTUNE OF WORLD FINANCIAL SECTOR	Dr. R. SREENIVASA RAO Dr. D. THIRUVENGALA CHARY
7	ECONOMIC REFORMS AND THEIR EFFECT ON SERVICES SECTOR WITH REFERENCE TO INDIA	DR K ANANDA KUMAR
8	A STUDY ON KEY AREAS OF TOURISM FOR DEVELOPMENT OF INDIA	Dr. R. SREENIVASA RAO
9	SKILL DEVELOPMENT CHALLENGES IN INDIA.	Dr. E. ABBULU,
10	ENTREPRENEUR DEVELOPMENT SKILLS IN INDIA	Dr. K. KALYAN CHAKRAVARTHY,
11	NECESSITY OF TALENT MANAGEMENT IN BUSINESS TODAY – A REVIEW OF COMPETENCY-POTENTIAL STRATEGY TO MANAGE TALENT	Dr. KAMJULA NEELIMA
12	CREATING EMPLOYMENT OPPORTUNITIES FOR WOMEN EMPOWERMENT -A CASE STUDY OF SEZ, VISAKHAPATNAM DIST	DR.K.RAJESH KUMAR,

13	HUMAN RESOURCES DEVELOPMENT (HRD) PRACTICES IN INDIA	Dr. N. THYAGARAJU
14	SKILL DEVELOPMENT IN INDIA WELL BEGUN - NEED, CHALLENGES AND WAYS FORWARD.....	P. SYAMA
15	“COST BENEFIT ANALYSIS IN RECRUITMENT PROCESS -A CASE STUDY AT MYK SPINNING INDUSTRIES LTD.”	Mr. ANAND SUDHAKAR MADIREDDI
16	“A COMPREHENSIVE STUDY ON DATA MINING”	M. SUDARSAN AYYANGARU
17	TO CREATE MORE ACCOMPLISHMENT IN MANAGING SKILLS THROUGH EMOTIONAL INTELLIGENCE SKILLS TRAINING	RAGHUNATH REDDY. CHALLA Dr. AKHIL GOYAL,
18	“AN EMPIRICAL STUDY ON ROLE OF TALENT MANAGEMENT IN EMPLOYEE RETENTION”	Mrs. PARIMI SWAPNA,
19	ORGANIZATIONAL BEHAVIOR AND ITS ROLE IN MANAGEMENT OF BUSINESS	M.SAMEER KUMAR,
20	SKILL DEVELOPMENT IN INDIA: NEED, CHALLENGES AND WAYS FORWARD	R. RAMMOHAN REDDY
21	INCLUSIVE GROWTH IN INDIA – STILL A LONG WAY TO GO	B. OBULA SUBBA REDDY MURALIDHAR DUNNA
22	EXTERNAL FACTORS INFLUENCING EMPLOYEES BEHAVIUR IN ORGANIZATIONS	Mrs. K. SATYAVANI, Mr. T. RAMBABU
23	AN OVERVIEW ON E-GOVERNANCE IN INDIA: CONCEPT, INITIATIVES AND ISSUES	Pilla P.L.R.P. RAMAYYA,
24	TALENT ENGAGEMENT AND MULTI-GENERATIONAL WORK FORCE	G.V.N.DHANARAJU.
25	CHALLENGES FOR E-GOVERNANCE IN ANDHRA PRADESH	B.SWATHIDEVI
26	POVERTY ALLEVIATION – THROUGH MGNREGA	SRI T. TIRUPATI NAIDU
27	INNOVATIVE PRACTICES IN MARKETING MANAGEMENT	P.RAMA KRISHNA,

28	FINANCIAL INCLUSION: EMPOWERING WOMEN THROUGH SUPPORTIVE SCHEMES AND INITIATIVES	MOHAMMED FARZANA BEGUM
29	HUMAN RESOURCE MANAGEMENT (HRM) – AND ORGANIZATIONAL BEHAVIOUR	PADMAJA BHAGAVATAM,
30	HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOR: OPPORTUNITIES AND CHALLENGES	Mr.M.MANIKYARAO, Mrs.V.MONICAPERSIS, Mrs.K.L.SIRISHA,
31	SKILL DEVELOPMENT AND GST	B.RADHA
32	ROLE OF HRM PRACTICES IN CEMENT INDUSTRY WITH REFERENCE TO GUNTUR DISTRICT	Mr. M. NAGABHASKAR, Mr. VENKAT
33	ROLE OF PRIME MINISTER’S EMPLOYMENT GENERATION PROGRAMME IN MSME	V. SRIDEVI
34	SKILL INDIA: CHALLENGES AND ACHIVEMENTS	M.RAMBABU
	KAUSHAL BHARAT-KUSHAL BHARAT SKILL DEVELOPMENT MAKES INDIA HAPPY AND PROSPEROUS	Smt. USHA PADMINI VOLETI
35	SKILL DEVELOPMENT AND ENTREPRENEURSHIP FOR MICRO AND SMALL ENTERPRISES	Prof. D. NAGAYYA Prof. BALLA APPA RAO
36	ROLE OF ‘SKILL DEVELOPMENT’ AND ‘MAKE IN INDIA’ PROGRAMMES IN ATTAINING OVERALL ECONOMIC DEVELOPMENT IN INDIA	Dr. V.SUJATHA, M.KUTUMBA RAO,
37	ART OF SKILLING; REVISITING THE ROAD TAKEN FOR METAMORPHOSIS FROM THE PERSPECTIVE OF KERALA	RAUF P.UMMER
38	EMPLOYEE ENGAGEMENT: THE KEY FOR START-UP PERFORMANCE	DEEPTI. V Dr. T. SOBHA RANI
39	GLOBAL LEADERSHIP DEVELOPMENT: A PHENOMENOLOGICAL STUDY	Prof. Dr. SATYA SUBRAHMANYAM
40	ATTRITION AND RETENTION STRATEGIES	SRIDEVI MAGANTI
41	PROMOTING INDUSTRY-INSTITUTION COLLABORATION–A WIN-WIN APPROACH	G.A.NARASIMHAM.

	FOR ENHANCING EMPLOYABILITY SKILLS AND RESEARCH	
42	WORK ORIENTATION AND TEACHING COMPETENCY- A THEORETICAL CONCEPT	Dr. S.R. PADALA Dr. SHANMUKHA RAO PADALA,
43	CREATING OPPORTUNITIES BY SKILL DEVELOPMENT THROUGH EDUCATION AND TRAININGS FOR YOUTH DEVELOPMENT AND SUSTAINABILITY IN INDIA	1M.V.K.MEHAR, 2V.SOMASHEKARRAO, 3P.SURESH 4P.SUBHASHINI
44	A STUDY ON EMPLOYEE ENGAGEMENT – A TOOL FOR DEVELOPING POTENTIAL WORKFORCE	Dr. M. SRAVANI D. BHUVAN KUMAR



Co – Chair Person (Retd) Prof. D. Nagayya Addressing the gathering







Paper presentation in Technical Session - IV

VALEDICTORY FUNCTION: WEDNESDAY DECEMBER 06, 2017:

VALEDICTORY FUNCTION (3.450 PM to 5.00 PM)

0345 pm	Arrival of chief Guest Prof. Badiuddin Ahmed, Dean SCBM & Head Department of Commerce, MAULANA AZAD NATIONAL URDU UNIVERSITY. Hyderabad Guest of Honor: Prof. Bhalla Apparao, UGC Emeritus, Professor, Ex: Dean and Head of the Dept. of Commerce and Management Studies, Andhra University.
0345 – 0350 pm	Bouquet presentation
0350 – 0355 pm	Welcome address by Principal Dr. Chappidi Krishna,

0355 – 0400 pm	Glimpses of the National Seminar by convener Dr. J. Pandu Rangarao
0400 – 0405 pm	Remarks by Guest of Honour Prof. Bhalla Apparao,
0405 – 0420 pm	Valedictory address by Chief Guest Prof. Badiuddin Ahmed,
0420 – 0430 pm	Presentation of mementos
0430 – 0440 pm	Distribution of certificates to the participants
0440 – 0450 pm	Vote of Thanks by UGC CO-ordinator Dr. P. Hariram Prasad, Head the department of Hindi
0450 - 0451 pm	National anthem
0452 – 0500 pm	High tea

On day two, after completion of technical session four, valedictory function was arranged by inviting Dean, Head of Dept of Commerce & Management Studies, of Central University, Hyderabad Prof/Dr. Badiuddin Ahmed attended as Chief Guest. He covered the theme and objective of this seminar is to inculcate commerce education as one of the leader in Economics area. He also explained how commerce education with little skills can provide employment to youth.

Guest of honour Prof / Dr. Bhalla Apparao, explained the role of Skill development in modern days. Dr. Appa Rao, addressed the gathering from genesis of commerce education to modern days. He discussed the pros and cons of recent initiatives done by Central government like GST, Re-monitization, Bit Coins, FRDI Bill etc., Convener Dr. J. Pandu Rangarao submitted seminar report and certificates were distributed to all participants. Dr. P. Hari Ram Prasad, Head the Department of Hindi, presented Vote of Thanks. For this valedictory function all of our college faculty attended.



Our Beloved Principal Dr. C. Krishna Garu addressing in Valedictory Function Flanked by Dr. J. Pandu Rangarao, Prof. Badiuddin Ahmed, Prof. Bhalla Appa Rao, & Prof. D. Nagayya Garu.



1. Prof. Badiuddin Ahmed, Professor in Commerce and Management, Dean MAANU, Hyderabad addresses the audience.



Prof. Bhalla Appa rao, Professor, Andhra University (Rtd) attended as Guest of Honour and addressed the audience on importance of Commerce Education.



Seminar report presentation by The Convener Dr. J. Pandu Rangarao



Certificates distribution to all participants

EXPECTED OURTCOMES / OUTPUTS FROM THE EVENT: .

The national seminar conducted in our college had been great success as we receive a lot of appreciation from the participants. They expressed their happiness and praised our commitment during participants' feedback session. Without economic development there is no growth. Skill development and advances in Information Technology made business boundary less. The papers presented in the seminar covered almost all the aspects of Recent Innovations.

The seminar aimed to help individuals, Research Scholars, Professors and thinkers to rethink about economic development. For this a lot of change is required personally, market wise, skill wise and technology wise. The seminar covered the fourteen themes indicated by its title that recent innovations, participant have access to LCD projectors, Mike and good illumination. The objectives, structure and context of the seminar are rights – oriented, drawing on modern day changes. This seminar is intended to provide for participatory, informational and procedural rights in all matters.

RECOMMENDATIONS OF THE SEMINAR:

The seminar discussed the different aspects of inevitable innovations in the area of Commerce and Management along with Skill requirements and e-Commerce initiatives.

1. Chief Guest Sri. Vanamadi Venkateswara Rao, MLA opined that commerce education is leading India. Students must promote some technical skills along with hard skills.
2. Smt. Sunkara Pavani added that e- Commerce initiatives among the students can enhance their personal economic development.
3. Keynote Speaker called for consciousness of to protect the environment and emphasized the importance of plantation.

4. Dr. Pathuri Mohan, technical chair person, emphasized the importance of e – learning. Students must show interest towards digitalization.
5. Dr. Thiruvengalachary technical co – chair person spoke on recent innovations in management.
6. Dr. R. Sreenivasa Rao, Technical co – chair person said that commerce and management can change the economic conditions of any country, India has no exceptions.
7. Prof. Satya Subrahmanyam, added that Skill Development initiative of central government through PMKVY will help to enhance the GDP.
8. Prof. Bhalla Apparao, of Andhra University opined that higher education must change its attitude to develop knowledge system in India.

The Department Of Commerce, Seminar Convener expressing our heartfelt thanks to our college principal Dr. Chappidi Krishna, UGC co-ordinator Dr. P. Hariram Prasad, Vice – Principal Sri. T. Vara Prasad, IQAC coordinator Dr. V. Anantha Lakshmi. We are also thankful to UGC for their financial support. We are also thankful to Oil India Company, KG Basin, Kakinada, Andhra Bank, Kakinada, HDFC Bank, Kakinada, and Institute of Chartered Accountants of India Secretary CA Nulu Suresh Garu, who sponsored our program. I personally thank my faculty in the department of Commerce who supported for successful completion of this seminar.

All four sessions were compeered by two students, Miss Pavani Reddy and Mr. D. Chandra Sekhar Reddy.

All the way the seminar was a grand success. Total 158 Participants, Scholars and P. G. students were registered. More than two hundred people benefitted by listening to and participating in the overall discourse, total one hundred fifty resource persons were invited for this national event.

NATIONAL ADVISORY COMMITTEE:

1. **Prof. S. Teki**, Dean, Academic Affairs, Adikavi Nannaya University, Rajamahendravaram.
2. **Prof. G.L. Narayanappa**, Dean, School of Commerce & Management, Dravidian University, Kuppam.
3. **Prof. Varsha S. Sukhadeve**, Prof, SGB Amravati University, Maharashtra.
4. **Prof. A. Narasimha Rao**, Andhra University, Visakhapatnam.
5. **Prof. Badiuddin Ahmed**, Dean, School of Commerce & Management, Maulana Azad National Urdu University, Hyderabad.
6. **Prof. H. Venkateswarlu**, Osmaniya University, Hyderabad.
7. **Prof. Bhalla Apparao**, Retd Professor, Andhra University, Vizag.
8. **Dr. Pathuri Mohan**, Principal, SKIM, Khammam
9. **Dr. K.C. Biswal**, North. Eastern Hill University, Meghalaya
10. **Dr. P. Venu Gopal**, VIT, Vellore, Tamilnadu.,
11. **Dr. Manas Pandey**, V.B.S. Purvanchal University, Jaunpur, UP
12. **Dr. D. Thiruvengala Chary**, Kakatitya GDC, Warangal
13. **Dr. R. Sreenivasa Rao**, C.R. Reddy, College, Eluru.

VARIOUS COMMITTEES:

VARIOUS COMMITTEES FORMED BY THE PRINCIPAL, PR GOVT. COLLEGE (AUTONOMOUS), KAKINADA:

1. HOSPITALITY AND TRANSPORT COMMITTEE

Sarvashri

- 1 T.K.V. Srinivas , Lecturer in English
- 2 Dr M Naeen Babu FDP Zoology
- 3 Ch. Balaji Contract Faculty in Commerce
4. Kum Ch.Uma Devi Guest Faculty in Commerce (**Principal Room**)

2. FOOD ARRANGEMENT COMMITTEE

Sarvashri:

1. P.V Krishna Rao Lecturer in English
2. Dr. D.Rama Rao Lecturer in Chemistry
3. Dr. K.V.Sobha Rani Lecturer in Computer Applications
4. Dr D.Venkateswara Rao, Guest Faculty in Commerce

3. STAGE, SHAMYANA, BANNERS, MEMENTOS, LCD HALL ETC.

Sarvshri

- 1 U.V.V.B KRISHNA PRASAD Lecturer in Physics
2. Dr. J. Vijaya Kumar Guest faculty in Commerce
- 3 G. Suneetha Guest Faculty in Math's
4. A. Annapurna, Guest Faculty in Commerce
5. KVV S Murthy, Mechanic

4. REGISTRATION, SEMINAR KIT , ISSUE OF CERTIFICATES ETC.

Sarvashri

1. K.N.B. Kumari Contract, Faculty in Commerce
2. T.Venkateswara Rao, Contract Faculty in Zoology
3. D. Anil Prabhati Guest Faculty in Commerce
- 4 Chinamambha, Guest Faculty in math's

5. DICIPLINE AND FLAGS PUTTING CARPET ETC. COMMITTEE

Sarvashri

1. K Ammana Chowdary P.D.
2. Venkata Swamy P.D
3. P.V.V. Satyanarayana Lecturer in Political Science

6. PRESS RELATION COMMITTEE

- 1 Dr.P.Hari Ram Prasad Lecturer In charge Dept of Hindi
- 2 CH Balaji Contract Faculty in Commerce
- 3 Dr.D.Venkateswara Rao Lecturer in Commerce

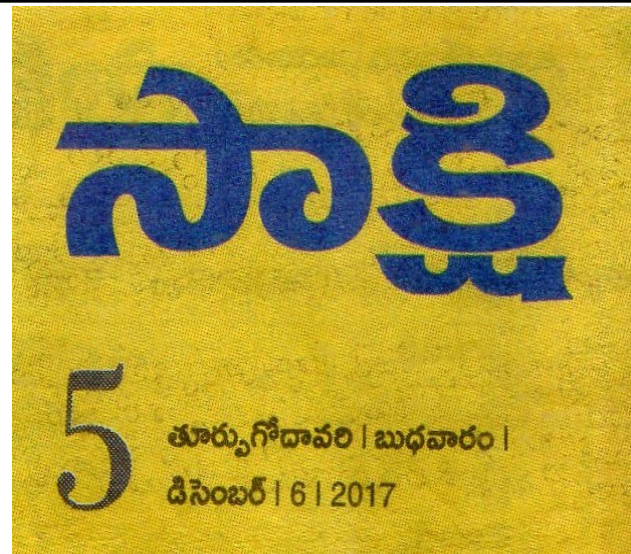
ORGANIZING COMMITTEE:

- Sri. P.V. Krishna Rao, Lecturer in English
- Sri. P.V.V. Satyanarayana, Lecturer in Political Science
- Dr. K. Sobha Rani, Lecturer in Computer Applications,
- Dr. K. Subhashini, Lecturer in Economics,
- Sri. K. Ammana Chowdary, Physical Director
- Smt. K.N.B. Kumari, Lecturer in Commerce (Contract)
- Sri. Ch. Balaji, Lecturer in Commerce (Contract)
- Smt. V.R.A. Lakshmi, Lecturer in Commerce (Guest)
- Dr. J. Vijay Kumar, Lecturer in Commerce (Guest)
- Dr. D. Venkateswara Rao, Lecturer in Commerce (Guest)
- Miss. Ch. Uma Devi, Lecturer in Commerce (Guest)
- Miss. A. Annapurna, Lecturer in Commerce (Guest)
- Smt. D. Anil Prabhati, Lecturer in Commerce (Guest)

STUDENT COMMITTEE:

- Mr. G. Chaitanya, III B.Com Class Representative
- Mr. M. Ganga Raju, III B.Com, TM Class Representative
- P. Lalitha Kumari, III B.Com, CA Class Representative
- N.N.M. Reddy, III B.Com, EM Class Representative
- D. Yamini, III B.Com, EM Class Representative
- D. Chandra Sekhar, M.Com, Class Representative

PRESS COVERAGE ON DAY – 1:



నేటినుంచి పీఆర్లో కామర్స్ సదస్సు
భానుగుడిసెంటర్: పీఆర్ ప్రభుత్వ డిగ్రీ కళాశాలలో కామర్స్ విభాగం ఆధ్వర్యంలో మంగళ, బుధవారాల్లో జాతీయస్థాయి సదస్సును నిర్వహిస్తున్నట్లు ప్రిన్సిపల్ చప్పిడి కృష్ణ ఒక ప్రకటనలో పేర్కొన్నారు. నోట్ల రద్దు, జీఎస్టీ తర్వాత వాణిజ్య శాస్త్రంలో వచ్చిన మార్పులు, ఈ-కామర్స్, ఇంటర్నెట్ ద్వారా పేమెంట్స్, వాణిజ్య సాంకేతిక సంస్థలు, పేటీఎం, స్వాప్ డిల్, ఫ్లిప్ కార్డ్, అమెజాన్ ద్వారా ప్రజల వినియోగంలో వచ్చిన మార్పులు అంశాలపై పలు రాష్ట్రాలకు చెందిన ఆచార్యులు వివరిస్తారన్నారు.

రిసెంట్ ఇన్నోవేషన్ కామర్స్ పై సదస్సు



బాలాజీచెరువు (కాకినాడ సిటీ): పీఆర్ ప్రభుత్వ డిగ్రీ కళాశాలలో మంగళవారం కామర్స్ సెంటర్లో ఆధ్వర్యంలో రిసెంట్ ఇన్నోవేషన్ ఇన్ కామర్స్ మేనేజ్మెంట్ స్కీల్ డెవలప్ మెంట్ ఈ-కామర్స్ అనే అంశంపై రెండు రోజుల పాటు నిర్వహించే జాతీయ సదస్సు ప్రారంభమైంది. కళాశాల కామర్స్ విభాగాధిపతి డాక్టర్ జే.పాండురంగారావు స్వాగతం పలుకగా కాకినాడ ఎమ్మెల్యే వనమాడి వెంకటేశ్వరరావు, మేయర్ సుంకరపావని హాజరై జ్యోతి ప్రజల్యన చేసి ప్రారంభించి మాట్లాడుతూ మారుతున్న కాలానికి అనుగుణంగా విద్యార్థులు నూతన పోకడలపై దృష్టిసారించాలని, కామర్స్ రంగంతో వాణిజ్య వ్యాపార రంగాన్ని శాసించవచ్చన్నారు. ప్రభుత్వ, ప్రైవేట్ రంగాల్లో కామర్స్ విద్యార్థులకు అనేక ఉపాధి అవకాశాలున్నాయని ఎమ్మెల్యే కొండబాబు పేర్కొన్నారు. నగర మేయర్ సుంకరపావని మాట్లాడుతూ నగర మేయర్ గా కంటే కళాశాల పూర్వవిద్యార్థిగా కళాశాల కార్యక్రమానికి విశ్వేశానన్నారు. ఆదికవి నన్నయ్య వర్నితీ ప్రాఫెసర్ ఎస్ టీకి పర్యవరణ పరిరక్షణ ప్రాధాన్యాన్ని వివరించారు. భవిష్యత్లో అక్విజన్ సిలిండ్లు వెంటబెట్టుకుని తిరిగే పరిస్థితి వస్తుందని, ప్రతి ఒక్కరూ మొక్కలు నూటాలని సూచించారు. కార్యక్రమంలో కళాశాల ప్రిన్సిపాల్ డాక్టర్ చప్పిడి కృష్ణ, వైస్ ప్రిన్సిపాల్ వరప్రసాద్, పీడీలు రావుల వెంకటస్వామి, చౌదరి పాల్గొన్నారు.

జ్యోతి ప్రజల్యన చేసి సదస్సు ప్రారంభిస్తున్న ఎమ్మెల్యే కొండబాబు, మేయర్ సుంకరపావని

PRESS COVERAGE ON DAY - 2:



మొగిసిని కామర్స్ జాతీయ సదస్సు

భానుగుడి సెంటర్(కాకినాడ), న్యూస్టుడె: పీఆర్ ప్రభుత్వ డిగ్రీ కళాశాలలో రెండు రోజులుగా జరుగుతున్న జాతీయ స్థాయి కామర్స్ సదస్సు బుధవారంతో ముగిసింది. రీసెంట్ ఇన్స్టిట్యూట్ ఇన్ కామర్స్ మేనేజ్మెంట్ స్కూల్ డెవలప్మెంట్, ఈ కామర్స్ అంశంలో భాగంగా జరిగిన కార్యక్రమానికి ముఖ్యఅతిథిగా హైదరాబాద్ సెంట్రల్ యూనివర్సిటీ ప్రొఫెసర్ డాక్టర్ బదుద్దీన్ అహ్మద్, బి.అప్పారావు, ప్రొఫెసర్ నాగయ్య తదితరులు హాజరయ్యారు. ఈ సందర్భంగా బదుద్దీన్ మాట్లాడుతూ కామర్స్ మేనేజ్మెంట్లో గత కొన్ని సంవత్సరాలూ ఎప్పున్న నూతన పోకడలు పరిశోధనలు, మానవ వనరుల అభివృద్ధి వంటి అంశాల కారణంగా విద్యార్థులకు ఉపాధి అవకాశాలు ఉన్నాయన్నారు. ఈ నేపథ్యంలో విద్యార్థులు తమ నైపుణ్యాన్ని మరింత మెరుగుపరచుకోవాలని సూచించారు. కళాశాల ప్రెసిడెంట్ చప్పిడి కృష్ణమాట్లాడుతూ ఇటువంటి సదస్సులకు హాజరుకావడం వల్ల విద్యార్థులకు సజ్జెత్తుపై పట్టు సాధించేందుకు ఉపయోగపడుతుంది. జీవీసీ, నోట్ల రద్దు కారణంగా చోటుచేసుకున్న అంశాలు నేటి విద్యార్థులు తెలుసుకోవాల్సిన అవసరకత ఉందన్నారు. కార్యక్రమంలో వైస్చీఫ్ నర్తాడి వరప్రసాద్, కార్యక్రమం కోసం జె.పాండురంగారావు, యూజీసీ సమన్వయకర్త హరింధ్ర ప్రసాద్, విద్యార్థులు పాల్గొన్నారు.



సదస్సులో మాట్లాడుతున్న ప్రొఫెసర్ బదుద్దీన్



స్కీల్ డెవలప్మెంట్పై సదస్సు

బాలాజీచెరువు: పీఆర్ ప్రభుత్వ డిగ్రీ కళాశాలలో కామర్స్ విభాగం అధ్యక్ష్యంలో నిర్వహిస్తున్న రీసెంట్ ఇన్స్టిట్యూట్ ఇన్ కామర్స్ మేనేజ్మెంట్ సదస్సులో రెండో రోజు బుధవారం స్కీల్ డెవలప్మెంట్పై చర్చించారు. ముఖ్య అతిథులుగా హైదరాబాద్ సెంట్రల్ యూనివర్సిటీ డీన్ డాక్టర్ బదుద్దీన్ అహ్మద్, ప్రొఫెసర్ బి.అప్పారావు, నాగయ్యలు మేనేజ్మెంట్ రంగంలో విద్యార్థులు అవలంబించాల్సిన నూతన విధానాలను వివరించారు. పరిశోధనలు దేశాభివృద్ధికి, మానవ వనరుల అభివృద్ధికి ఎంతగానో దోహదపడున్నాయని చెప్పారు. అధ్యాపకులు తమ పరిజ్ఞానాన్ని మరింత అభివృద్ధి చేసుకుని విద్యార్థులకు అందించాలని కోరారు. సదస్సు ముగింపుోత్సవంలో కళాశాల ప్రెసిడెంట్ డాక్టర్ చప్పిడి కృష్ణ, సదస్సు కన్వీనర్ డాక్టర్ పాండురంగారావు, అధ్యాపకులు, కామర్స్ విద్యార్థులు పాల్గొన్నారు.



Organized by

The Department of Commerce

Dr. J. PANDU RANGARAO

Seminar Convener

+91 9441069978

jettirangarao@gmail.com

Dr. P. HARI RAM PRASAD

UGC Co-ordinator

+91 9440340057

prgccommerceseminar@gmail.com

Dr. C. KRISHNA

PRINCIPAL

+91 9440093239, Kakinada.jkc@gmail.com, www.prgc.ac.in
