

Book-Post



VIDYAVARDHAKA SANGHA (R), Mysuru

VIDYAVARDHAKA FIRST GRADE COLLEGE

Sheshadri Iyer Road, Mysuru-570001

PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE & IQAC

ORGANISING

ONE-DAY NATIONAL LEVEL SEMINAR

ON

**“ETHICAL DIMENSIONS IN BUSINESS &
MANAGEMENT: CONCEPTUAL VS REALITY”**

Invitation

Date: 7th March, 2020

To,

VENUE:

SRI. P.M. CHIKKABORAI AH HALL



VIDYAVARDHAKA SANGHA (R), Mysuru



VIDYAVARDHAKA FIRST GRADE COLLEGE

Sheshadri Iyer Road, Mysuru-570001

**PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE
& IQAC**

ORGANISE

ONE-DAY NATIONAL LEVEL SEMINAR

ON

**“ETHICAL DIMENSIONS IN
BUSINESS & MANAGEMENT:
CONCEPTUAL vs REALITY”**

On 07th March 2020

Venue: Sri. P.M. Chikkaboraiah Hall



**BUSINESS
ETHICS**

ABOUT THE INSTITUTION

Vidyavardhaka Sangha (R) Mysuru was established by great visionaries and philanthropists namely Late Sri Sahukhar Chennaiah & Late Sri K Puttaswamy (former minister of Karnataka), to impart unparalleled education to all sections of society. The Vision of Vidyavardhaka Sangha is to provide excellent education to the people of all caste, creed and religion. Vidyavardhaka Sangha located in the heart of the city of Mysore stands as a synonym for quality education. There are ten educational institutions starting from Nursery to Engineering colleges under the aegis of Vidyavardhaka Sangha. At present, Vidyavardhaka Sangha is under the able guidance and leadership of Sri Gundappa Gowda, President and Sri P. Vishwanath, Hon. Secretary.

VIDYAVARDHAKA FIRST GRADE COLLEGE

Starting from one Commerce teacher with 37 students in 1978 it has now grown in to a huge and reputed institution offering B.Com, B.B.M, and B.A courses with more than 1000 students and 50 faculty members. The College is accredited with NAAC 'B' Grade in the year 2018. The college is regularly bagging number of distinctions in all the courses. The college is affiliated to University of Mysore and is also covered under Sec 12(B) & Sec 2(F) of UGC & is recognized by the Government of Karnataka.

PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE

Vidyavardhaka First Grade College Post Graduate Centre, housed in Vidyavardhaka First Grade college campus, was started in the year 2011 with M.Com course and is affiliated to the University of Mysore. The Department has highly qualified and committed teaching faculty who are actively engaged in research activities. The academic progress of the department is in par with excellence since it has to its credit of obtaining Ranks, Gold Medals and Cash prizes continuously from the very inception of the course. The Department also provides campus placement opportunities to its students. The Department is attached to Vidyavardhaka Research Foundation which is the only recognized Research Centre of the affiliated Colleges of the University of Mysore. The Research centre is facilitating research work leading to Ph.D. degrees in Commerce and Management.

ABOUT MYSURU

Mysuru is the second largest city of Karnataka. It is known world over for its exotic sandalwood and rich silks. Its grand and imposing palaces, majestic temples, gardens leave an ever-lasting impression on the visitor. Situated 770m above sea level, Mysuru has a warm and cool climate throughout the year. Mysuru is also bestowed with the 6th oldest university in India by name University of Mysore which is also the oldest in the state of Karnataka. The Mysuru city is also recognized as Heritage City by the Government of India

because of its Heritage culture, Heritage Buildings and important tourist destinations like Mysore Palace, Sri Chamarajendra Zoological Gardens, KRS dam, Chamundi Hills , Ranganathittu Birds Sanctuary, etc.

HOW TO REACH

The Vidyavardhaka First Grade College, Post Graduate Centre is situated in the heart of the Mysuru city, next to Railway Station and very near to the private bus stand, and also one kilometer away from City Bus stand and suburban Bus stand.

ABOUT THE SEMINAR

System of moral and ethical beliefs that guides the values, behaviors and decisions of a business organization and the individuals within that organization is profoundly termed as business ethics. Business ethics is social responsiveness of a firm and a tool that companies use to act responsibly in various business situations. Tracking of ethical guidelines in various functional segments of an organization helps to develop trust between the employees and management, as well as the public and the organization. The ethical management of human resources is complex and yet the ethical dimensions of the strategic HRM paradigm and the role of HRM in operation focusing ethics in the workplace have received a greater consideration. Business ethics leads to a more productive workplace. Recent scams, particularly in the accounting field, might suggest that business and professions are resorting to more unethical conduct in today's age compared to previous decades. However, experts attribute this to new business situations and the resulting problems that are more complex but Ethical Accounting makes sound practical sense because an accurate set of books will give useful information than pure fiction. The role of ethics in financial management is legal, practical and moral. Using a moral compass in accounting and financial decision-making is vital. In the same way it is important that the industry itself does not become stigmatized as an unethical one, something that could potentially harm business for all accounting firms. Failure to provide ethical accounting can have consequences for business owners, stakeholders and tax reporting agencies. Ethics has been perceived as one of the most important factors in establishing good corporate governance too. Ethics in information technology is important because it creates a culture of trust, responsibility, integrity and excellence in the use of resources. Critically, Ethics also promotes privacy, confidentiality of information and unauthorized access to computer networks, helping to prevent conflict and dishonesty in Business & Management. In this milieu the Department of Studies in Commerce of Vidyavardhaka First Grade College, PG Centre, Mysuru is creating a platform to deliberate and comprehend about "ETHICAL DIMENSIONS IN BUSINESS & MANAGEMENT : CONCEPTUAL V/S REALITY" through conducting One Day National Level Seminar.

OBJECTIVES OF THE SEMINAR

- To have a critical purview of challenges associated with ethical dimensions in Business & Management.
- To contrast ethics in conceptual dimension versus reality.
- To analyze the ethical practices in the present Business & Management scenario.
- To provide a platform for Academicians, Research Scholars, Professionals and students to realize magnitude of Ethicalities.

THEME OF THE SEMINAR

**“ETHICAL DIMENSIONS IN BUSINESS & MANAGEMENT:
CONCEPTUAL vs REALITY”**

SUB-THEMES

- Ethics in Business Management
- Ethics in Accounting
- Creative Accounting and Ethics
- Social Justice and Financial Inclusion
- Business Ethics in People Management
- Values and Ethical Issues in Recruitment & Selection
- Ethical issues in Performance Appraisal
- Gender Diversity & Gender equity – An Ethical approach
- Work life Balance & Well-being – upholding Ethics
- Creating a 'Happy' Organisation
- Ethics in Marketing & Distribution
- Ethicalities in Customer Relationship Management practices
- Ethical Issues in Information Technology
- Ethical Advertising
- Ethics in Business Research

CALL FOR PAPERS

Research papers are invited for presentation in the Seminar on the theme/subthemes. The papers will be blindly reviewed by the technical committee formed for this purpose and the committee decision will be final with the acceptance or rejection of the paper. Accepted papers are eligible for presentation. If more than one author for the paper then the registration is to be obtained by the all the authors individually then only the certificates will be issued.

PUBLICATION OF SELECTED RESEARCH PAPERS/ARTICLES

The papers presented in the Seminar will be sent for peer review. The selected papers from the peer review committee are published in the Seminar proceedings with ISBN. The decision of the peer review committee with regard to the publication is final.

**“ETHICAL DIMENSIONS IN BUSINESS & MANAGEMENT:
CONCEPTUAL vs REALITY”**

GUIDELINES TO AUTHORS

- The first page of the submission will be the title page and should contain Title, Author's details (Name, Affiliation, Designation, Contact details, e-mail ID)
- The second page should contain the Title, Abstract and Keywords.
- The abstract should be about 500 words along with 5 key words.
- The full paper is expected to be between 3000-5000 words.
- All submission should be in word document and references in APA format.
- The Paper should be typed in Times New Roman Style, with font size 12, 1.5 line spaces between lines and the 1 inch margin on all sides in A4 size.
- Authors should give a declaration that the article is original and has never been published in any form and in any journal.
- All the papers accepted will be published in electronic platform with ISBN.
- Articles should be mailed to : vvpgc.seminar@gmail.com

IMPORTANT DATES

Last date for sending Abstract	20 th February, 2020
Notification of Acceptance of Abstract	22 nd February, 2020
Beginning of Registration Process	24 th February, 2020
Last date for sending full papers	02 nd March, 2020

REGISTRATION FEES (Without accommodation)

Category of Participation	Registration Fee* (in Rupees)
Professionals	750
Academicians	500
Research Scholars	400
Students	200

* It includes Seminar kit, lunch, tea/ coffee along with Seminar Certificate

NOTE: Delegates are required to make accommodation arrangements on their own.

PAYMENT PROCEDURE:

Option I: Payment may be made in the form of DD/Cheque drawn in favor of “Secretary, Seminar 2020, Vidyavardhaka First Grade College, PG Centre” payable at Mysuru.

Option II: National Electronic Fund Transfer (NEFT) at the following account numbers:

Account Name : M/S VIDYAVARDHAKA FGC CONFERENCE
Account Number : SB A/C 133401011005743
Bank : Vijaya Bank
Branch : Sayaji Rao Road Branch, Mysuru.
IFSC Code : VIJB0001334

Submit duly-filled Registration Form along with the payment details.

ORGANISING COMMITTEE

Chief Patrons

Sri. Gundappa Gowda

Hon. President, VV Sangha(R), Mysuru

Er. P. Vishwanath

Hon. Secretary, VV Sangha(R), Mysuru

Sri. S.N. Lakshminarayana

Hon. Treasurer, VV Sangha(R), Mysuru

Patron

Dr. S Mari Gowda

Principal

Seminar Secretary

Dr. Ashwini S

HOD

Mob: +91 9738489703

e-mail ID: suhasini.ash@gmail.com

Seminar Convener

Dr. Rajeshwari GM

Assistant Professor

Mob: +91 9972577009

email: rajeshwarigm12@gmail.com

Members

Smt. Poornima S

Mob: +91 9901293396, Email: spoorni2008@gmail.com

Sri. Prashanth Kumar G

Mob: +91 9900645644, Email: prashanthkumar.g1@gmail.com

Dr. Venkatesh T K

Mob: +91 9964707145, Email: venkateshatk1983@gmail.com





ವಿದ್ಯಾವರ್ಧಕ ಸಂಘ (ರಿ.) ಮೈಸೂರು

ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಮೈಸೂರು - 570001

VIDYAVARDHAKA FIRST GRADE COLLEGE

(Affiliated to University of Mysore, Approved by Govt. of Karnataka and Accredited by NAAC with 'B' Grade)
Sheshadri Iyer Road, Mysuru - 570 001

P. G. CENTRE

Dr. S. Mari Gowda, M.Com., Ph.D.,
Principal
E-mail : mari_marigowda@yahoo.com

Off : 0821- 2420284
0821- 2421619
E-mail : vvpqcmcom@yahoo.co.in
website : www.vfgc.in

No. VFPGC :

PRESS NOTE

04/03/2020

In favour of publication

The Vidyavardhaka First Grade College, PG Department of Commerce & IQAC, Mysuru, organizing One-Day National Level Seminar on the topic "Ethical Dimensions in Business & Management: Conceptual Vs Reality" on the 7th March 2020.

ABOUT THE SEMINAR

System of moral and ethical beliefs that guides the values, behaviors and decisions of a business organization and the individuals within that organization is profoundly termed as 'Business Ethics'. Business ethics is social responsiveness of a firm and a tool that companies use to act responsibly in various business situations. Tracking of ethical guidelines in various functional segments of an organization helps to develop trust between the employees and management, as well as the public and the organization. The ethical management of human resources is complex and yet the ethical dimensions of the strategic HRM paradigm and the role of HRM in operation focusing ethics in the workplace have received a greater consideration. Business ethics leads to a more productive workplace. Recent scams, particularly in the accounting field, might suggest that business and professions are resorting to more unethical conduct in today's age compared to previous decades. However, experts attribute this to new business situations and the resulting problems that are more complex but Ethical Accounting makes sound practical sense because an accurate set of books will give useful information than pure fiction. The role of ethics in financial management is legal, practical and moral. Using a moral compass in accounting and financial decision-making is vital. In the same way it is important that the industry itself does not become stigmatized as an unethical one, something that could potentially harm business for all accounting firms. Failure to provide ethical accounting can have consequences for business owners, stakeholders and tax reporting agencies. Ethics have been perceived as one of the most important factors in establishing good

corporate governance too. Ethics in information technology is important because it creates a culture of trust, responsibility, integrity and excellence in the use of resources. Critically, Ethics also promotes privacy, confidentiality of information and unauthorized access to computer networks, helping to prevent conflict and dishonesty in Business & Management. In this milieu the Department of Studies in Commerce of Vidyavardhaka First Grade College, PG Centre, & IQAC, Mysuru, is creating a platform to deliberate and comprehend about **“ETHICAL DIMENSIONS IN BUSINESS & MANAGEMENT: CONCEPTUAL V/S REALITY”** through conducting One-Day National Level Seminar.

OBJECTIVES OF THE SEMINAR

- To have a critical purview of challenges associated with ethical dimensions in Business & Management.
- To contrast ethics in conceptual dimension versus reality.
- To analyze the ethical practices in the present Business & Management scenario.
- To provide a platform for Academicians, Research Scholars, Professionals and students to realize magnitude of Ethicalities.

THEME OF THE SEMINAR

“ETHICAL DIMENSIONS IN BUSINESS & MANAGEMENT: CONCEPTUAL V/S REALITY”

SUB-THEMES

- Ethics in Business Management
- Ethics in Accounting
- Creative Accounting and Ethics
- Social Justice and Financial Inclusion
- Business Ethics in People Management
- Values and Ethical Issues in Recruitment & Selection
- Ethical issues in Performance Appraisal
- Gender Diversity & Gender equity – An Ethical approach
- Work life Balance & Well-being – upholding Ethics
- Creating a ‘Happy’ Organization
- Ethics in Marketing & Distribution
- Ethicalities in Customer Relationship Management practices
- Ethical Issues in Information Technology

- Ethical Advertising
- Ethics in Business Research

Technical Session I

Theme: Ethics in Functional Areas of Business & Management

Panel Discussion

Theme: "Ethical Issues & Challenges: Emerging Perspectives"

Paper Presentation Session

The seminar will be inaugurated at 9.30 am on that day in Sri P.M. Chikkaboraiiah Auditorium" by Dr. Velumurugan P S, Professor in Commerce, School of Commerce and Business Management, Central University, Tamilnadu. The Key Note address will be delivered by Sri Sudhanva Dhananjaya, Founder and CEO of Excelsoft Technologies, Mysuru. Sri Gundappa Gowda, Hon'ble President, Vidyavardhaka Sangha, Mysuru, Sri P. Vishwanath, Hon'ble Secretary, Sri S.N. Lakshminarayana, Hon'ble Treasurer will be Guests of Honour. Sri T. Nagaraju, Chairman, CMC, VVFGC and Principal of the college Dr. S. MariGowda will be present in the function.

After the inauguration session, the Technical session will be held from 11.00am to 1.00pm on the topic "**Ethics in Functional Areas of Business & Management**" which will be chaired by Dr. H. Rajashekar, Professor in Commerce and Director - EMRC, University of Mysore, Manasagangothri, Mysuru, Sri. Pramodh B N, Co-Founder 'From Groundup', Mysuru and CA Sabareeshan C K, Former Chairman, Mysore Branch of SIRC of ICAI will be the Resource Persons.

Panel discussion will be started at 1.45pm to 3.15pm on the topic "Ethical Issues & Challenges: Emerging Perspectives" where, Dr. D. Anand, Professor, BIMS, University of Mysore, Mysuru will be the Moderator and the panelists are Sri CA S K Sreedhar, Chartered Accountant, Bengaluru, Dr. Sateesh H K, Associate Professor, RC College, Bengaluru, Dr.Satheesh Kumar, Professor, Department of MBA, Surana College, Bengaluru, Ms. Sapna Sukumar, Senior Director, Human Resource, Medlife.com, Bengaluru will be the Panelists.

Paper presentation session will begin at 3.30 pm. Dr. K. Nagendra Babu, Professor, DOS in Commerce, Manasagangothri, Mysuru will be the Chairperson and the Session will be Co-chaired by Dr. Anand, Professor in Commerce, D. Banumaiah's PG Centre, Mysuru. A good number of quality research papers will be presented in the session.

In the Seminar nearly 150 to 200 delegates like Professors, Research Scholars, Entrepreneurs and students are expected to participate.

It is requested to give wide publication in your paper for facilitating academicians, research scholars, professionals and students to attend the seminar. Your co-operation in this regard is highly solicited. OOD facility is arranged for all the registered teachers.


PRINCIPAL
P.G. Centre
Vidyavardhaka First Grade College
MYSORE-570 001

Vidyavardhaka First Grade College
PG Centre, Department of Studies in Commerce
Sheshadri Iyer Road, Mysuru, Karnataka

**“ROLE OF HIGHER EDUCATION IN
ADVANCING SUSTAINABLE DEVELOPMENT
GOALS”**

Chief Editor:
Dr. S. MariGowda



Editors:
Dr. Poornima S.; Mr. Sunil M. G.

**“ROLE OF HIGHER EDUCATION IN ADVANCING SUSTAINABLE
DEVELOPMENT GOALS”
(Hybrid Mode)**

NATIONAL SEMINAR 2024

In association with Centre for Educational & Social Studies (CESS)

Chief Editor:

Dr. S. MariGowda M.Com, Ph.D
Principal
Vidyavardhaka First Grade College, Mysuru

Editors:

Dr. Poornima S.
Mr. Sunil M. G.



Organised by
Vidyavardhaka First Grade College
PG Centre, Department of Studies in Commerce,
Vidyavardhaka Research Foundation and IQAC
Sheshadri Iyer Road, Mysuru, Karnataka 570001 | www.vvfgc.ac.in

ABSTARCTS OF THE NATIONAL SEMINAR ON “ROLE OF HIGHER EDUCATION IN ADVANCING SUSTAINABLE DEVELOPMENT GOALS” (HYBRID MODE) HELD ON JUNE 08th, 2024. AT MYSURU

Copyright ©2024 Vidyavardhaka First Grade College, Mysuru

All the right reserved.

No part of this book shall be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information retrieval system without written permission of the publisher

ISBN: 978-81-956870-2-2

Edit, Design and Published by

Vidyavardhaka First Grade College

Sheshadri Iyer Road, Mysuru, Karnataka 570001

Tel.0821-2420284 | www.vvfgc.ac.in | vvpgcevents@gmail.com



Conference Editorial Committee:

Dr. Poornima S.

Mr. Sunil M G

Cover design and Typesetting: **Madesh Gowda T M, Librarian, VVFGC.**

The author/s of the individual paper in this volume is solely responsible for their contents and the content represents the opinions of the concerned author/s. The publisher or editor does not take any responsibility for the same in any manner. Errors, if any, are purely unintentional.

PREFACE

We are delight to present the Seminar Abstracts of the One Day National Level Seminar on **“Role of Higher Education in Advancing Sustainable Development Goals” (Hybrid Mode)** organized by Post Graduate Centre, Department of Studies in Commerce, Vidyavardhaka Research Foundation and IQAC of Vidyavaridhaka First Grade College, Mysuru in association with Centre for Educational and Social Studies (CESS), Recognized by ICSSR, Ministry of Education, Govt. of India, New Delhi.

The Conference was successfully held at **Sri P. M. Chikkaboriaiah Hall**, Vidyavardhaka First Grade College, Mysuru on 8th June, 2024.

The main objective of the seminar was to understand the role of higher education in the context of sustainable development goals. To explore various traditional and modern approaches in the field of higher education relating to sustainable development goals and to provide a platform for the young researcher, academicians, professionals and policy makers to present their views in the context of sustainable developments. The seminar allows the exchange of knowledge between different researches from different states.

The papers on the following Theme and sub themes were invited and most of them have been covered.

- Innovation and sustainability in the pursuit of quality in higher education
- Future trends in higher education and its impact on sustainable growth
- Paradigm shift in emerging India- higher education for sustainability
- Challenges and barriers to implementing sustainability in higher education
- Poverty, ideology, welfare state, new liberalism
- Current engagement of academia in processing sustainable goals
- Diversity and gender identities
- Strategies for fostering inclusive classroom and campuses
- Best practices of HEIs towards achieving SDGs
- Social equity and its relevance.

We are happy to bring this edited volume, the abstract of research papers in this volume contains valuable inputs for researchers, executives and policy makers. The editorial committee after a thorough editorial review cycle selected 45 research

EDUCATION FOR SUSTAINABLE DEVELOPMENT: ROLE OF HIGHER EDUCATION INSTITUTIONS IN IMPLEMENTATION OF SDGs

Harshitha M C

Assistant Professor NIE First Grade College, Mysuru

Email: harshi.gowda1920@gmail.com

Siddaraju S

Assistant Professor, Vidyavardhaka First Grade College, Mysuru

Email: siddaraju87@gmail.com

ABSTRACT

Higher education institutions (HEIs) play a pivotal role in fostering sustainable development through education, research, and community engagement. HEIs serve as base for sustainable development by equipping students with the knowledge, skills, and values necessary to address complex global challenges, through curriculum innovation and experiential learning opportunities, HEIs promote sustainability literacy and empower students to become agents of change in their respective fields. Moreover, research conducted within HEIs generates valuable insights and innovative solutions to advance SDGs, ranging from renewable energy technologies to sustainable urban planning.

This paper provides a comprehensive analysis of the multifaceted contributions of HEIs towards the implementation of Sustainable Development Goals (SDGs). This study underscores the significance of integrating sustainability principles across academic disciplines, research agendas, and institutional practices.

Keywords: *sustainable development goals, curriculum, research, higher education institutions.*

THE ROLE OF NITI AAYOG FOR ACHIEVING SDGs- SECTORAL ACHIEVEMENTS IN EDUCATION

S. Poornima

Associate Professor
PG Department of Commerce
Vidyavardhaka First Grade College
Sheshadri Iyer Road, Mysuru, Karnataka
E-Mail: spoorri2008@gmail.com

ABSTRACT

The NITI Aayog oversees directing the national implementation of the 2030 Agenda for Sustainable Development. The function of NITI Aayog in the context of the SDGs easily fits with its broader goal of providing policy direction, overseeing programme implementation and fostering innovation across several development sectors. NITI Aayog has significantly contributed to the pursuit of the SDGs by educating various stakeholders, regularly reviewing progress, providing need-based technical support, facilitating mutual learning among States/UTs, and ranking the performance of States/UTs on SDGs on a set of select indicators. The main objective of the research paper is to study the role of NITI Aayog for achieving SDGs specifically in Education sector. Research is done by considering the conceptual research. It is used to describe different sustainable development goals, sustainable development index, State wise performance and centrally sponsored schemes to achieve sustainable development goals. For obtaining the information secondary data is used by considering different literature review, newspaper articles, research journals, Government and Non-Governmental reports and the Niti Aayogo website and reports. The researcher conclude that having completed 75 years of Independence in the year 2022, India is now on a path towards 100 years of independence in 2047, which the Prime Minister has termed as the country's 'Amritkaal'. Education is an important pillar that must be strengthened for India to become an economic and knowledge superpower, and a developed nation by 2047. The vertical worked with the 'Sectoral Group of Secretaries' constituted by the Government of India, on sectoral analysis and strategies to prepare India's Vision 2047 and roadmap for school education and higher education.

Keywords: NITI Aayogo, Education Sector, SDGs.

ROLE OF NATIONAL EDUCATION POLICY 2020 TOWARDS ACHIEVEMENT OF SUSTAINABLE DEVELOPMENT GOALS

Anusha M C

Assistant Professor,
P G Department of Commerce,
Vidyavardhaka First Grade College,
Sheahsadri Iyer Road Mysuru

ABSTRACT

The National Education Policy (NEP) 2020 marks a significant milestone in India's educational landscape, aiming to revitalize and transform the nation's education system. This paper provides a comprehensive analysis of NEP 2020, focusing on its recent progress of NEP and implications for sustainable development implication of role NEP 2020 on SDG-4. Furthermore, the paper underscores the importance of collaboration, both globally and nationally, in achieving the common goal of quality education. By analyzing the collective impact of SDG 4 and NEP 2020, this paper contributes to a deeper understanding of the pathways toward realizing the shared vision of quality education for sustainable development.

Keywords: Sustainable Development, Quality Education, Inclusive Education, Learning Outcomes, SDG 4.

SUSTAINABLE DEVELOPMENT GOALS: AN ASSESSMENT OF INDIA AND ITS CITIZENS

Sunil M G

Assistant Professor
Vidyavardhaka First Grade College, P.G. Centre
Mysuru

ABSTRACT

Many nations have launched initiatives to meet the pertinent SDG targets since the Sustainable Development Goals (SDGs) were adopted in 2015. In order to meet these goals, research and development breakthroughs are essential. This has inspired a few studies to attempt mapping research papers according to their significance to particular SDGs. Unfortunately, no thorough investigations have been done in relation to India yet. As a result, this paper makes an effort to gauge the SDG research efforts in India, and the findings indicate that the Indian academic community has a favourable opinion of the SDGs. Additionally, as a result of the numerous environmental, economic, and sociological issues brought on by the fast expansion of industry, there is a growing emphasis on sustainable development in the global community.

Keywords: *Science and Technology, Research Trends, Indian Science, Global Ambitions*

VIDYAVARDHAKA FIRST GRADE COLLEGE

SHESHADRI IYER ROAD, MYSURU, KARNATAKA

**INTELLECTURAL
PROPERTY RIGHTS IN
DIGITAL ERA:
ISSUES AND CHALLENGES**

Editors

Dr. S. MariGowda
Prof. Geetha N
Dr. Govardhan P K

INTELLECTUAL PROPERTY RIGHTS IN DIGITAL ERA: ISSUES AND CHALLENGES

ONE DAY NATIONAL LEVEL CONFERENCE

25th NOVEMBER 2023

Editors:

Dr. S. MariGowda

Prof. Geetha N

Dr. Govardhan P K

Vidyavardhaka First Grade College, Mysuru



Organised by

Department of Commerce and Management & IQAC

Vidyavardhaka First Grade College,

Sheshadri Iyer Road, Mysuru, Karnataka 570001 | www.vvfgc.ac.in

**PROCEEDINGS OF THE NATIONAL CONFERENCE ON
“INTELLECTUAL PROPERTY RIGHTS IN DIGITAL ERA: ISSUES
AND CHALLENGES” HELD ON 25th NOVEMBER 2023. AT MYSURU**

Copyright ©2023 Vidyavardhaka First Grade College, Mysuru

All the right reserved.

No part of this e-book shall be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information retrieval system without copyright permission of the publisher

ISBN: 978-81-956870-7-7

Edit, Design and Published by
Vidyavardhaka First Grade College
Sheshadri Iyer Road, Mysuru, Karnataka 570001
Tel.0821-2420284|www.vvfgc.ac.in
vvfgcconf2023@vvfgc.ac.in



Cover Design and Typesetting: **Madesh Gowda T M, Librarian, VVFGC**

The author/s of the individual paper in this volume is solely responsible for their contents and the content represents the opinions of the concerned author/s. The publisher or editor does not take any responsibility for the same in any manner. Errors, if any, are purely unintentional.

Foreword

Kalyan C Kankanala rightly quotes: “Respect for inventors is the key for success of a patent system”.

In the digital era, protecting Intellectual Property (IP) has become a paramount challenge and opportunity. With the rapid evolution of technology, creators, innovators, and businesses face novel issues in safeguarding their intangible assets. Intellectual property (IP) is related to human brain applied for creativity and invention. Various efforts in terms of inputs of manpower, time, energy, skill, money, etc., are required to invent or create something new. As per law, legal rights or monopoly rights are given to creator or innovator to harvest the economic benefits on their invention or creation. These Intellectual property rights (IPR) are territorial rights that can be registered with a legal authority in some presentable or tangible form which can be sold or bought or licensed, similar to physical property. IPR provides a secure environment for investors, scientists, artists, designers, traders etc. to foster innovation and scientific temper. In the present scenario of Globalisation, IPR is the focal point in global trade practices and livelihood across the world. A balanced IPR System is one of the key mechanisms to support country's innovation and development objectives .The need for proactive adaption of legal frameworks to keep pace with technological advancements .The importance of fostering a collaborative ecosystem between industry, academia and government agencies is need of the chour.

In this regard the **Department of Commerce and Management of Vidyavardhaka First Grade College, in association with IQAC** has taken an initiative to provide a platform to deliberate on “**Intellectual Property Rights in the Digital Era: Issues and Challenges**” The National Level Conference stands as a pivotal milestone in shaping the discourse around intellectual property in our rapidly evolving digital landscape. Brought together a diverse array of experts, scholars and professionals to explore the multifaceted challenges and opportunities in safeguarding intellectual property .I Dr.S.MariGowda express gratitude to all participants for their valuable contributions and commitment to advancing this critical field.

Dr. S. MariGowda

Principal
VVFGC, Mysuru

PERFORMANCE OF INTELLECTUAL PROPERTY RIGHTS

Dr. S. POORNIMA

Associate Professor Vidyavardhaka First Grade College DoS in Commerce, PG Centre, Mysuru

Email: spoorni2008@gmail.com

ABSTRACT: *In present scenario of globalisation, IPR is the focal point in global trade practices and livelihood across the world. These rights boost the innovative environment by giving recognition and economic benefits to creator or inventor whereas the lack of IPR awareness and its ineffective implementation may hamper the economic, technical and societal developments of nation. Hence dissemination of IPR knowledge and its appropriate implementation is utmost requirement for any nation. The present paper highlights various terms of IPR such as patents, designs, trademarks, geographic indications, copyright, and trends in last five years. Further, status of IPR is increasing from year to year. To conclude our discussions on IPRs, specifically patents, trademarks, copyrights, and trade secrets, we wish to emphasize that these IPRs are financial assets. Not merely registration, but meticulous protection of IPRs will lead to the indispensable road to economic growth.*

Keywords: *IPR, Patents, Designs, Trademarks, Geographic Indication, Copyright.*

1 INTRODUCTION

During the year 2021-22, the office of CGPDTM contributed towards catalysing the Government's mission in nurturing knowledge-based IP asset creation and promoting the culture of creativity and innovation. The office of CGPDTM continued its efforts to strengthen the IPR framework in the country and provide a balanced and transparent IP ecosystem as per global standards. The office also took various strategic steps to effectively implement the National IPR Policy, facilitate access to IP information, and make the IP system more transparent and user-friendly. The augmented technical manpower in Patents and Trade Marks has resulted in a reduced backlog and improved timelines for processing IP applications which have led to faster disposal of applications.

Intellectual property rights (IPR) are the exclusive rights granted to inventor/creator to use his/her invention/creation for a set time period. Intellectual property (IP) includes novel mind-created works such as inventions, literary works, artistic works symbols, names, images, locations and designs. The different types of IPR are Patents, Copyright, Trademark, Industrial designs and Geographical indications.

2 NEED OF THE STUDY

The study helps the common man and researchers to understand the concept and the present situation of Controller General of Patents, Designs, Trademarks and Geographical Indications in India. Further, this will enable Indian citizens to know the status of Patens, Designs, Trademarks and Geographical Indications and their importance.

A STUDY ON GEOGRAPHICAL INDICATIONS- IN CONTEXT OF INDIA

ANUHS M C

Assistant Professor Vidyavardhaka First Grade College, DoS in Commerce, PG Centre, Mysuru.

Email: anugowda86@gmail.com

***ABSTRACT:** A Geographical Indication (GI) tag is a form of intellectual property, a certification given to certain goods or products from a particular area or state, or country that is unique to a particular geographical region. India, as a member of the World Trade Organization (WTO), enacted the Geographical Indications of Goods (Registration and Protection) Act, 1999. The protection of intellectual property through laws will help to reap benefits in terms of economic growth, employment and income generation. Geographical Indication (GI) protection is granted to a group of manufacturers, who belong to a particular location, where the good was first originated. GIs identify the goods based on their place of origin and many factors like climate, topography, human work help to determine the nature of the GIs. The study aims to understand and analyze the role of geographical indications and its awareness among the people for achievement of social upliftment for rural development in India. GI preserves the traditional skills and knowledge and helps the next generations to learn and protect it. It leads to human development. GI is an effective tool for generation of rural employment and export incomes. The legal frame work needs to focus more on quality control standards for brand building in the international markets*

***Keywords:** Geographical Indications, IPRs, economic growth, GI Act*

1 INTRODUCTION

According to article 22.1 of the TRIPS Agreement defines geographical indications as “Indications which identify a good as originating in the territory of a Member [of the World Trade Organization], or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin”. A geographical indication is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. The word ‘geographical indication’ was used for the first time in international Intellectual Property laws in the TRIPS Agreement of the WTO, which came into force in 1995. In India the legal system of GIs of Goods (Registration and Protection) Act was enacted in 1999 and has come into force in September 2003 (GI Act). Intellectual property rights protection becomes necessary. India has developed a strong IPR system through IPR laws and has introduced many schemes like ‘Make in India’, ‘Atmanirbhar Bharat’. It has become more imperative to protect the Intellectual property as well as our traditional knowledge and skills of various geographical regions.

1.1 Geographical Indications

Geographical Indication is different from other IPRs like Patent, Trademarks and designs. **Geographical Indication Protection** is granted to a group of manufacturers, who belong to a particular location, where the good was first originated. There are many determinants of GI products such as place of origin, climate, topography, human work of a particular geographical location). As per Section 2(1) (e) of the Geographical

Vidyavardhaka First Grade College

Sheshadri Iyer Road, Mysuru, Karnataka

**DIGITAL FINANCIAL
LITERACY AND ITS RELEVANCE
FOR SOCIO- ECONOMIC
DEVELOPMENT**

Chief Editor

Dr. S. Mari Gowda

Editors

Dr. Poornima S; Smt. Anusha M C

DIGITAL FINANCIAL LITERACY AND ITS RELEVANCE FOR SOCIO- ECONOMIC DEVELOPMENT

NATIONAL CONFERENCE 2023

Chief Editor:

Dr. S. Mari Gowda M.Com, Ph.D
Principal
Vidyavardhaka First Grade College, Mysuru

Editor:

Dr. Poornima S. M.Com, Ph.D
Head of the Department
Vidyavardhaka First Grade College, PG Centre
Department of Studies in Commerce, Mysuru.



Organised by

Vidyavardhaka First Grade College

PG Centre, Department of Studies in Commerce,

Vidyavardhaka Research Foundation and IQAC

Sheshadri Iyer Road, Mysuru, Karnataka 570001 | www.vvfgc.ac.in

PROCEEDINGS OF THE NATIONAL CONFERENCE ON “DIGITAL FINANCIAL LITERACY AND ITS RELEVANCE FOR SOCIO-ECONOMIC DEVELOPMENT” (HYBRID MODE) HELD ON APRIL 29th, 2023. AT MYSURU

Copyright ©2023 Vidyavardhaka First Grade College, Mysuru

All the right reserved.

No part of this book shall be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information retrieval system without written permission of the publisher

ISBN: 978-81-956870-1-5

Edit, Design and Published by

Vidyavardhaka First Grade College

Sheshadri Iyer Road, Mysuru, Karnataka 570001

Tel.0821-2420284|www.vvfgc.ac.in | vvpgcevents@gmail.com



Conference Editorial Committee:

Dr. Poornima S.

Prof. Anusha M C

Cover design and Typesetting: **Madesh Gowda T M, Librarian, VVFGC.**

The author/s of the individual paper in this volume are solely responsible for their contents and the content represents the opinions of the concerned author/s. The publisher or editor does not take any responsibility for the same in any manner. Errors, if any, are purely unintentional.

Foreword

Robert Kiyosaki rightly quotes: “Money is one form of power. But what is more powerful is financial education”.

Financial literacy has been the center of discussion world over. Financial literacy is the possession of the set of skills and knowledge that allows an individual to make informed and effective decisions with a clear understanding of financial resources. It is the ability to make informed judgments and take effective decisions regarding the use and management of money. Now the trend has changed, with limited knowledge of financial literacy the people are moving towards digital financial literacy. The interesting side of digital financial literacy are digital payments, internet banking, use of debit & credit cards, mobile banking etc.,. Indian Government is also promoting Digital India, by launching many schemes like Pradhan Mantri Jan Dhan Yojna, Jeevan Jyoti Bima Yojna, Suraksha Bima, MUDRA Bank Yojna, BHIM and Pradhan Mantri Gramin Digital Saksharta Abhiyaan (PMGDISHA) etc.,. The Vittiya Saksharta Abhiyan (VISAKA) has also been launched by the Ministry of Human Resource. Despite the extended digital communications, a significant proportion of the people cannot transact financially especially in rural areas. Effective financial transactions could be made possible through skills, awareness, and attitudes to use digital transaction tools and applications. Therefore, digital financial literacy has become more significant nowadays and is considered to have prerequisites and preliminary steps for people's inclusion in the financial system. **According to the Global Financial Literacy Excellence Centre report, only 24% of the Indian adult population is financially literate; this is due to lack of formal training and awareness.** In this regard the Department of Studies in Commerce of Vidyavardhaka First Grade College, PG Centre, in association with Vidyavardhaka Research Foundation and IQAC is taking an initiative to provide a platform to deliberate on **“DIGITAL FINANCIAL LITERACY AND ITS RELEVANCE FOR SOCIO-ECONOMIC DEVELOPMENT”**.

Dr. S. MariGowda

Principal
VVFGC, Mysuru

A REVIEW OF LITERATURE ON DIGITAL FINANCIAL SERVICES

Dr. S. POORNIMA

Assistant Professor, PG Department of Commerce, Vidyavardhaka Fist Grade College,
Mysuru, Karnataka

Email: poornimas@vfgc.ac.in

***Abstract:** Digitalisation is recognised as “Game-Changer” in terms of expansion of IT World. As this made services convenient and less expensive for payments and transfer funds when needed. It also led to literacy level for digital platform have shown good level of impact in terms of households mainly. It has been seen that DFS has unlocked the potential for growth of financial services across the world through channels. Combination for digitalised services with Finance can be named as Financial Inclusion which revolves around affordability and useful applications to meet the needs like transactions, payments, savings, credit and insurance. It can reach up to the excluded or different kind of population. This review paper has a significance to understand the reason to develop digitalization in financial services. Digital Financial Services integrates the gap between developed countries and developing countries. It corporates with the speedy technology and makes work, payments, investments and household related work quite easier. It also breaks down the unavailability of financial resources and information for whose people living in rural areas.*

***Keywords:** Digitalization, Digital Financial Services, Financial services.*

1. INTRODUCTION

In recent times the phenomenal development in the field of digital revolution taking off at an exponential pace. Most of the industries including banking and financial services sectors have been influenced in some way or the other. The advent of new technology usually leads to innovation in industry. Regardless of the sector, new technology is almost always adopted to make tasks easier and more efficient and this removes to the financial sector as well.

Digital Financial Services (DFS) can be defined as the set of financial services accessed and delivered through certain digital pathways. In another word, Digital financial services provided and accessed on the customer’s respective mobile phones, computers, point of sale, ATMs, etc.,

AN OVERVIEW OF FINANCIAL LITERACY PROGRAMMES IN INDIA

SIDDARAJU S

Research Scholar, Vidyavardhaka Research Foundation, Mysuru, Karnataka

Email: siddaraju87@gmail.com

Abstract: *Any nation's financial system is a key factor in determining its growth and development. Financial literacy is a crucial component for attaining the financial system's objective. Financial inclusion and financial literacy are tied to one another. Over time, the concept of financial literacy has developed and is now a major field of study for academics and decision-makers everywhere. It is impossible to realise India's aspiration to become a cashless and digital economy without educating the populace about money. Through financial education, instil the concepts of financial literacy throughout the diverse segments of the public to make it a crucial life skill. In order to achieve financial goals and objectives, promote involvement in the financial markets. Increase safe and secure use of online financial services. In a booming and growing economy like India, having a solid financial education would help people make more money.*

Key words: *financial system, financial literacy, financial education, financial awareness.*

1. INTRODUCTION

Financial literacy refers to the capacity to comprehend and use various financial abilities, such as personal financial management, budgeting, and investing. Financial literacy is the cornerstone of a person's relationship with money, and it is a lifelong learning process. The path to effective human capital building begins with financial literacy. According to the Global Financial Literacy Excellence Centre study, just 24% of the Indian adult population is financially literate. In compared to other major growing economies, India has the lowest level of financial literacy. This is because of interstate discrepancies, as well as a lack of formal training and awareness. While some emerging economies have higher rates of financial literacy, there is still room for development.

The degree of financial literacy in India's territories is a big problem. Financial literacy percentages in metropolitan regions such as Maharashtra, Delhi, and West Bengal are 17%, 32%, and 21%, respectively. Literacy rates are low in states where poverty is prevalent, such as Bihar, Rajasthan, Jharkhand, and Uttar Pradesh. While Goa has the highest literacy rate of 50%, Chhattisgarh is the state with the lowest literacy rate of 4%.

A REVIEW OF LITERATURE ON WOMEN FINANCIAL LITERACY

ANUHSA M C

Assistant Professor, PG Department of Commerce, Vidyavardhaka Fist Grade College,
Mysuru, Karnataka

Email: anuhsamc@vfgc.ac.in

***Abstract:** Financial literacy is the cognitive understanding of financial components and skills such as budgeting, investing, borrowing, taxation, and personal financial management. The absence of such skills is referred to as being financially illiterate. Financial literacy is the foundation of your relationship with money, and it is a lifelong journey of learning. The earlier you start, the better off you will be because education and its application are the keys to success when it comes to money.*

Both women and men should acquire financial knowledge to participate in money-related issues of their families effectively. But it has been observed that women in India have limited financial knowledge. This could be on account of women traditionally being ‘home-makers’ and not being concerned with where the finances are coming from and where they should go. However, with the changing economic scenario and the higher participation of women in the workforce, financial literacy for women should be given topmost priority.

The study focused on the literature survey of women financial literacy in which it states that there is an increase of financial knowledge among the women population.

KEYWORDS: Financial literacy, Women financial literacy, Economy.

1. INTRODUCTION

Financial literacy is the education and understanding of various financial areas including topics related to managing personal finance, money and investing. This topic focuses on the ability to manage personal finance matters in an efficient manner, and it includes the knowledge of making appropriate decisions about personal finance such as investing, insurance, real estate, paying for college, budgeting, retirement and tax planning. The importance of financial literacy among women is more vital because women are less financially literate as compared to men.

In essence, it refers to the knowledge, skills, attitudes, and behaviours necessary for individuals to make informed and effective decisions about their personal finances. From understanding financial products, market information, and sources of financial knowledge to having the confidence to discuss financial issues, financial literacy is crucial to

A REVIEW OF LITERATURE ON FINANCIAL LITERACY IN INDIA

CHANDAN V

Assistant Professor, Department of Commerce and Management,
Vidyavardhaka First Grade College, Mysuru, Karnataka

Email: chandan.v.gowda29@gmail.com

Abstract: Due to rapid-fire growth in Indian Frugality over the last decade and expansion of fiscal requests through liberalization, privatization and globalization have given a way to overkill of fiscal products in banking, investment and loan products. Low position of financial literacy prevents individualities from making right choices regarding financial opinions. To achieve the objects, existent must invest his or her savings in right investment druthers. The ideal of the study is to study the position of fiscal knowledge in India by using literature grounded analysis. Secondary data collected from colourful websites, journals, and exploration papers and so on. Its set up that fiscal knowledge in India is veritably low and necessitates exertion to mend position of knowledge.

Keywords: Fiscal knowledge / financial literacy, financial behaviour/ fiscal geste, financial attitude and financial station.

1 INTRODUCTION

The fiscal system of a country plays a crucial part in profitable development. Since independence Indian leaders are aiming to annihilate poverty and turn India into vibrant, tone-reliant global frugality and bedded fiscal knowledge needs in every citizen's life. India is traditionally a country of enthusiastic saviors (K N Narendra- 2015). Indians are suffering from financial conditions like under insurance, debt trap, inadequate withdrawal fund and low return on investment due to low fiscal knowledge.

According to Organization for Economic Co-operation and Development (OECD) “Financial Literacy or Fiscal knowledge as a combination of mindfulness, knowledge, skill, station and geste necessary to make sound fiscal opinions and eventually achieve individual good”. Grounded on OECD recommendations, India created top position institutional structure in 2011 under the aegis of financial stability and development council (FSDC). Group of financial addition and fiscal knowledge headed by deputy governor RBI and National centre for financial education are set up to enhance fiscal capability of 500 million grown-ups.



Vidyavardhaka Sangha (R), Mysuru

VIDYAVARDHAKA FIRST GRADE COLLEGE

Sheshadri Iyer Road, Mysuru - 570001



DEPARTMENT OF COMMERCE AND MANAGEMENT
AND I.Q.A.C
ORGANISES

TWO DAY NATIONAL LEVEL SEMINAR
ON

"REFORMS IN BANKING, FINANCE AND
INSURANCE SECTOR : ISSUES AND CHALLENGES"

Date : 14th and 15th of February, 2020

Venue:

Sri.P.M.Chikkaboraiah Hall
Vidyavardhaka First Grade College
Sheshadri Iyer Road, Mysuru

Phone: 0821-2422385, 2421619

Email: vfgc.seminar.mysuru@gmail.com

Website: www.vfgc.in

An Opportunity to publish your Paper
in an ISBN Electronic Format



About The Institution

Vidyavardhaka Sangha (R.) was established by a great visionaries and Philanthropists namely Late.Sri.Sahukhar Chennaiah & Late.Sri.K.Puttaswamy (Former Minister of Karnataka), to impart unparalleled education to all sections of society. The Vision of Vidyavardhaka Sangha is to provide excellent education to the people of all caste, Creed and religion. Vidyavardhaka Sangha located in the heart of the city of Mysuru stands as a synonym for quality education. There are ten educational institutions starting from Nursery to Engineering colleges under the aegis of V.V.S. Presently, V.V Sangha is under the able guidance and leadership of Sri.GundappaGowda, Hon.President and Sri.P.Vishwanath, Hon.Secretary.

Vidyavardhaka First Grade College

Starting from one Commerce teacher with a scratch of 37 students in 1978 it has now grown in to a huge & reputed institution offering B.Com, B.B.A, and B.A courses with more than 1000 students and 45 faculty members. The college is regularly bagging number of distinctions in all the courses. The college is affiliated to University of Mysore and also covers under Sec 12(B) & Sec. 2(F) of UGC & is recognized by the Government of Karnataka. College is also offering P.G.Course M.Com and Ph.D Programmes in Commerce and Management streams.

About Mysuru

Mysore is the second largest city of Karnataka. It is known the world over for its exotic sandalwood and rich silks. Its grand and imposing palaces, majestic temples, gardens leave an ever-lasting impression on the visitor. Situated 770m above sea level, it has a warm and cool climate throughout the year. Mysuru is also bestowed with the 6th oldest University in India by name University of Mysore which is also the oldest in the state of Karnataka. Mysuru city is also recognized as Heritage City by the Government of India, because of its Heritage culture, Heritage Buildings and important tourist destinations like Mysore Palace, Chamarajendra Zoological Gardens, KRS Dam, Chamundi Hill, Ranganathittu Birds Sanctuary, etc.,

How to Reach

Vidyavardhaka First Grade College is situated in the heart of the Mysore city, next to Railway Station, very near to the Private Bus stand, one kilometer away from City Bus stand and Suburban Bus stand.

About The Seminar

A well-developed financial system which is a backbone of the economy, greatly facilitates economic development, leading to increase in national income and living standards. Introducing changes and policy innovations are two important activities of any economy that is moving from a growing economy to a mature economy. Despite of odds the Indian economy is expected to grow at 5-6% GDP. Global developments coupled with the recent happenings in the domestic market have reinforced efforts to draw a roadmap for markets to navigate the uncertainties. Foremost, the Insurance Industry, for instance, pose in unlimited number of contents and shapes and it is a part of every physical and legal entity. Modern Insurance

Industry i
forms of p
Financ
them to
However
replacing
sectors, i
squeeze
internatio
etc.

Banking
the health
level to s
to chang
and pres
as empla
financial
that trac
loophole
compan
of activit
financial

In this
changes
and Insu
Research
the dyna

Ob

- To pro
- conte
- To hav
- To foc
- To ane
- To pro
- trends

Sug

- BANKI
- Green
- Net Ba
- Core B
- Merge
- CRM (
- Manag

Industry is a scientific product, theoretically upgraded in times which offers different forms of practical usage in present and near future.

Financial innovation augments the investment alternatives of individuals, allowing them to have different investment opportunities in changing economic conditions. However, even the Bitcoin, a catchy trend is revolusing the world of currency. It is replacing bank currencies, gold and channeling the idle savings into productive sectors, increases the fund margin of households and entrepreneurs facing financial squeeze. The international financial activities help the organizations to connect with international dealings with overseas business partners- customers, suppliers, lenders etc.

Banking activities present a complex web, need a careful control and monitoring for the health of the economy. Basel Accords I, II and III are efforts at the international level to strengthen the commercial banks and to absorb the shocks likely to arise due to changes in global markets. Sustainability reporting is a systematic tool to collect and present sustainability data for the managerial process and to stakeholders such as employees, shareholders, customers, local communities, NGOs, investors and financial analysts. It is a tool to upturn transparency and accountability in the issue that traditional financial reporting. While Creative accounting capitalizes on loopholes in the accounting standards to falsely portray to a better image of the company, Risk management mechanism in Derivatives market and their surveillance of activities of various participants in the organized space provide stability to the financial system.

In this juncture, the seminar is an attempt to provide a platform to discuss the changes and happenings in the Indian economy and its impact on Banking, Finance and Insurance. It aims to bring Academicians, Policymakers, Practitioners, and Researchers from the area of Banking, Finance, and Accounting together to discuss the dynamic changes in the Economic Arena.

Objectives of The Seminar

- To provide a platform to culminate into a confluence of thoughts on contemporary issues on Banking, Finance and Insurance.
- To have a comprehensive look on sustainability issues in banking Industry Sector.
- To focus on Innovations in financial markets.
- To analyze the recent trends in Insurance sector.
- To promote the teaching, research and to enhance the knowledge of emerging trends in Commerce and Management.

Suggested Topics in Banking, Accounting & Finance and Insurance

BANKING

- Green Banking
- Net Banking
- Core Banking
- Mergers and Acquisitions
- CRM (Customer Relationship Management) in Banking
- Technological Advancement in Banking
- Trends in Basel Norms
- Social Banking
- Sustainability Issues in Banking
- Sustainability Reporting in Banking
- Crypto Currency

ent

- ☞ Off-shore Banking

ACCOUNTING AND FINANCE

- ☞ Innovations/ New Instruments in Financial Markets
- ☞ Green Investment
- ☞ International Financial Management
- ☞ Derivatives Market
- ☞ Financial Literacy
- ☞ Shadow Accounting
- ☞ Cloud Accounting
- ☞ Creative Accounting
- ☞ Strategic Accounting
- ☞ Portfolio Accounting
- ☞ Carbon Emission Trading
- ☞ Entrepreneurial Finance
- ☞ Role of Financial Institutions in Promoting MUDRA Schemes
- ☞ Accounting Regulations

☞ Venture Capital

INSURANCE

- ☞ Weather / Animal Insurance
- ☞ Insurance for Entrepreneurs
- ☞ Strategies in Marketing Insurance
- ☞ Insurance Awareness in India
- ☞ New Government Insurance Schemes
- ☞ Product Innovations for sustainable insurance
- ☞ Performance of Life and Health Insurance in India
- ☞ Perceptions of Policy holders
- ☞ Contemporary Issues and Challenges in Insurance
- ☞ Insurance Services and Economic Development
- ☞ Rural Insurance Services
- ☞ Recent Trends in Micro Insurance

Participation & Call For Papers

Academicians, Researchers, Professionals and students community are invited to contribute research papers. Original contributions should deal with empirical evidence, theoretical perspectives, projected trends, issues in connection with Reforms in Banking, Finance and Insurance relevant to the main theme and sub themes stated above.

Research Papers/ Articles are invited for presentation in the seminar on the theme/subthemes. The papers will be blindly reviewed by the technical committee and the committee decision will be final for the acceptance or rejection of the paper. Accepted papers are eligible for presentation by the author, in case of co-authors one of the authors will be allowed to present the paper in the seminar. There will be parallel sessions for presentation of papers. If more than one author for the paper then the registration is to be obtained by all the authors individually then only the certificate will be issued.

Authors should prepare their papers according to the following instructions in order to bring uniformity and standard:

1. Submit the extended Abstract in Minimum 1500 and Maximum 2500 words (excluding graphs, tables and references)
2. Papers will be evaluated for originality, significance, clarity and contribution.
3. The papers submitted must not have been previously published or currently submitted for publication elsewhere.
4. Paper should only be about 10-15 pages and not more than 5000 words with the

following information:

- a) Main Theme and Title of the paper
- b) Name of the Author(s) including Affiliation
- c) Contact details (office address, email and mobile number)
5. Abstract of maximum 250 words describing main contents of the paper in italic font and should contain Keywords (minimum 3 and maximum 6) in italic font.
6. Document type: MS Word; Font Style: Times New Roman, Font size 12 pt with 1" margin all sides and Paper Size: A4 with 1.5" line spacing.
7. Tables and graphs should be properly numbered with title at the top of the table and source data of the table should be quoted at the bottom of the table.
8. Papers must cite all sources consulted. Submitted papers must use the APA (American Psychological Association) style of reference in bibliography.
9. Author(s) of the accepted paper has to agree to transfer copyright for publication in seminar proceedings.
10. Paper lacks sufficient bibliography/References will not be published.
11. Articles should be mailed to : vvfgc.seminar.mysuru@gmail.com

Important Dates

Last date for sending Abstract	25 th January, 2020
Notification of Acceptance of Abstract	28 st January, 2020
Last date for sending Full papers	06 th February, 2020
Beginning of Registration	01 st February, 2020
Notification of Acceptance of Full paper and last date for Registration	10 th February, 2020

Note : Spot registration is entertained only for the presenter and participants, not for publication.

Registration Fees

(Without accommodation)

	Academicians / Professionals	Research Scholars	Students
With Paper	750 /-	500 /-	500 /-
Without Paper	500 /-	350 /-	350 /-

*It includes SEMINAR kit, lunch, tea/coffee along with seminar Certificate.

NOTE : Delegates should make accommodation arrangements on their own.
OOD Facility is available

PAYMENT PROCEDURE

Registration fees can be paid through bank demand draft, cheque or through online banking. The DD and cheque can be made in favor of "M/S VIDYAVARDHAKA FGC SEMINAR/WORKSHOP ACCOUNT" Payable at Mysuru. **OR**

NATIONAL ELECTRONIC FUND TRANSFER (NEFT)

Account Name: M/S VIDYAVARDHAKA FGC CONFERENCE

Account Number: 13340101100 5765 |

Bank: Vijaya Bank | Branch: S R Road | IFSC Code: VIJB0001334



ವಿದ್ಯಾವರ್ಧಕ ಸಂಘ (ರಿ.) ಮೈಸೂರು

ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಮೈಸೂರು - 570001

VIDYAVARDHAKA FIRST GRADE COLLEGE

(Affiliated to University of Mysore, Approved by Govt. of Karnataka and Accredited by NAAC with 'B' Grade)
Sheshadri Iyer Road, Mysuru - 570 001

P. G. CENTRE

Dr. S. Mari Gowda, M.Com., Ph.D.,
Principal
E-mail : mari_marigowda@yahoo.com

Off : 0821- 2420284
0821- 2421619
E-mail : vvpqcmcom@yahoo.co.in
website : www.vfgc.in

No. VFPGC :

PRESS NOTE

04/03/2020

In favour of publication

The Vidyavardhaka First Grade College, PG Department of Commerce & IQAC, Mysuru, organizing One-Day National Level Seminar on the topic "Ethical Dimensions in Business & Management: Conceptual Vs Reality" on the 7th March 2020.

ABOUT THE SEMINAR

System of moral and ethical beliefs that guides the values, behaviors and decisions of a business organization and the individuals within that organization is profoundly termed as 'Business Ethics'. Business ethics is social responsiveness of a firm and a tool that companies use to act responsibly in various business situations. Tracking of ethical guidelines in various functional segments of an organization helps to develop trust between the employees and management, as well as the public and the organization. The ethical management of human resources is complex and yet the ethical dimensions of the strategic HRM paradigm and the role of HRM in operation focusing ethics in the workplace have received a greater consideration. Business ethics leads to a more productive workplace. Recent scams, particularly in the accounting field, might suggest that business and professions are resorting to more unethical conduct in today's age compared to previous decades. However, experts attribute this to new business situations and the resulting problems that are more complex but Ethical Accounting makes sound practical sense because an accurate set of books will give useful information than pure fiction. The role of ethics in financial management is legal, practical and moral. Using a moral compass in accounting and financial decision-making is vital. In the same way it is important that the industry itself does not become stigmatized as an unethical one, something that could potentially harm business for all accounting firms. Failure to provide ethical accounting can have consequences for business owners, stakeholders and tax reporting agencies. Ethics have been perceived as one of the most important factors in establishing good

- Ethical Advertising
- Ethics in Business Research

Technical Session I

Theme: Ethics in Functional Areas of Business & Management

Panel Discussion

Theme: "Ethical Issues & Challenges: Emerging Perspectives"

Paper Presentation Session

The seminar will be inaugurated at 9.30 am on that day in Sri P.M. Chikkaboraiiah Auditorium" by Dr. Velumurugan P S, Professor in Commerce, School of Commerce and Business Management, Central University, Tamilnadu. The Key Note address will be delivered by Sri Sudhanva Dhananjaya, Founder and CEO of Excelsoft Technologies, Mysuru. Sri Gundappa Gowda, Hon'ble President, Vidyavardhaka Sangha, Mysuru, Sri P. Vishwanath, Hon'ble Secretary, Sri S.N. Lakshminarayana, Hon'ble Treasurer will be Guests of Honour. Sri T. Nagaraju, Chairman, CMC, VVFGC and Principal of the college Dr. S. MariGowda will be present in the function.

After the inauguration session, the Technical session will be held from 11.00am to 1.00pm on the topic "**Ethics in Functional Areas of Business & Management**" which will be chaired by Dr. H. Rajashekar, Professor in Commerce and Director – EMRC, University of Mysore, Manasagangothri, Mysuru, Sri. Pramodh B N, Co-Founder 'From Groundup', Mysuru and CA Sabareeshan C K, Former Chairman, Mysore Branch of SIRC of ICAI will be the Resource Persons.

Panel discussion will be started at 1.45pm to 3.15pm on the topic "Ethical Issues & Challenges: Emerging Perspectives" where, Dr. D. Anand, Professor, BIMS, University of Mysore, Mysuru will be the Moderator and the panelists are Sri CA S K Sreedhar, Chartered Accountant, Bengaluru, Dr. Sateesh H K, Associate Professor, RC College, Bengaluru, Dr.Satheesh Kumar, Professor, Department of MBA, Surana College, Bengaluru, Ms. Sapna Sukumar, Senior Director, Human Resource, Medlife.com, Bengaluru will be the Panelists.

Paper presentation session will begin at 3.30 pm. Dr. K. Nagendra Babu, Professor, DOS in Commerce, Manasagangothri, Mysuru will be the Chairperson and the Session will be Co-chaired by Dr. Anand, Professor in Commerce, D. Banumaiah's PG Centre, Mysuru. A good number of quality research papers will be presented in the session.

In the Seminar nearly 150 to 200 delegates like Professors, Research Scholars, Entrepreneurs and students are expected to participate.

It is requested to give wide publication in your paper for facilitating academicians, research scholars, professionals and students to attend the seminar. Your co-operation in this regard is highly solicited. OOD facility is arranged for all the registered teachers.


PRINCIPAL
P.G. Centre
Vidyavardhaka First Grade College
MYSORE-570 001





ವಿದ್ಯಾವರ್ಧಕ ಸಂಘ (೦.) ಮೈಸೂರು

ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಮೈಸೂರು - 570001

VIDYAVARDHAKA FIRST GRADE COLLEGE

(Affiliated to University of Mysore, Approved by Govt. of Karnataka and Accredited by NAAC)

Sheshadri Iyer Road, Mysuru - 570 001

Dr. S. Mari Gowda, M.Com., Ph.D.,
Principal
E-mail : mari_marigowda@yahoo.com

Off : 0821-2422385
0821-2421619
E-mail : vvfgc@yahoo.co.in
website : www.vfgc.in

No. VFGC :

Date : 14.02.2020

For Favor of Publication

Two Day National Level Seminar on "REFORMS IN BANKING, FINANCE AND INSURANCE SECTOR; ISSUES AND CHALLENGES" organized by Vidyavardhaka First Grade College, Dept. of Commerce and IQAC on 14th Feb 2020 was inaugurated by Dr.M.RamchandraGowda, Vice Chancellor, Rani Chennamma University, Belgaum, Addressing the Researchers, Scholars, Students and other delegates he said that revenue mobilization should be taken care and equalized, he warned on the slow growth of economy and its causes which adversely affecting all the sectors including industries and banks. He emphasized to do a careful scrutiny to overcome the deficiencies in automobile sector.

In his key note address, CA N Nityananda M.C.member- professionals sector, Chairman-Direct Taxes and Corporate Laws Committee, Bangalore, suggested to be passionate about the development of the country, government is just a catalyst, but another ninety percent contribution should be from the citizens of that particular nation. In India loans being sanctioned by overruled laws of R.B.I and also politicized, amended to apparent the greedy needs. He anguished on Lose in profit and lack in resuming the capital, now the banks and insurance have become the parlors of blunting the money by reckless rigid rules in settling the cases as well providing the service to the society. He said that India is not in a mood to adopt International Financial Reporting Standard because of its slow growth in G.D.P cybercrime is penetrating massively and indulging in private secrecies that should be controlled and that is an immediate need for the developing society.

The programme was presided by Sri Gundappa Gowda, Hon. President, Vidyavardhaka Sangha(R), Mysuru, he reminds of the nationalization of banks in July 19 1969, as well he stressed on its healthy effects on the then society. Er.P.Vishwanath, Hon. Secretary, Vidyavardhaka Sangha(R), Mysuru, graced the participants Dr.S.MariGowda, Principal of the college, spoke on initial status of reforms, highlighted the institutional solidification, flexibility and up gradation of technology, adoptability by the banks in payment sector and its role in helping the society. Vidyavardhaka Sangha member, Sri.Srishailarammanvar and Sri.T.Nagaraju, Chairman, College Management Council, Vidyavardhaka First Grade College, Mysuru were present

The dignitaries on and off the stage were welcomed by the Seminar Secretary Prof. B.M. Manjula Prof. Concluded with vote of thanks by Prof.Rukmini.S.C, Seminar Convener, Vidya.R. Asst. Professor of Commerce and Management compered the programme. 1st year B.Com student Chiranthana Dhooli rendered the invocation and delegates from various colleges, Research scholars and students were also present in this occasion.

PRINCIPAL
Vidyavardhaka First Grade College
MYSORE-570 001



ವಿದ್ಯಾವರ್ಧಕ ಸಂಘ (೦.) ಮೈಸೂರು

ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಮೈಸೂರು - 570001

VIDYAVARDHAKA FIRST GRADE COLLEGE

(Affiliated to University of Mysore, Approved by Govt. of Karnataka and Accredited by NAAC)

Sheshadri Iyer Road, Mysuru - 570 001

Dr. S. Mari Gowda, M.Com., Ph.D.,
Principal
E-mail : mari_marigowda@yahoo.com

Off : 0821-2422385
0821-2421619
E-mail : vvfgc@yahoo.co.in
website : www.vfgc.in

No. VFGC :

ಪ್ರಕಟಣೆಯ ಕೃಪೆಗಾಗಿ

Date : 14.09.2020


ಜಗತ್ತಿನಲ್ಲಿ ಇಂದು ಎಲ್ಲಾ ರಂಗಗಳಲ್ಲಿಯೂ ಬದಲಾವಣೆಗಳಾಗುತ್ತಿವೆ. ಹಾಗೆಯೇ ಆರ್ಥಿಕ ಕ್ಷೇತ್ರದಲ್ಲಿಯೂ ಸಹ ಬದಲಾವಣೆಗಳಾಗುತ್ತಿವೆ ಎಂದು ಬೆಳಗಾವಿಯ ರಾಣಿಚೆನ್ನಮ್ಮ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಉಪಕುಲಪತಿಗಳಾದ ಡಾ.ಎಂ.ರಾಮಚಂದ್ರಗೌಡರವರು ಅಭಿಪ್ರಾಯಪಟ್ಟರು.

ನಗರದ ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜಿನಲ್ಲಿ ವಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾ ಶಾಸ್ತ್ರ ವಿಭಾಗ ಹಾಗೂ ಐ.ಕ್ಯೂ.ಎ.ಸಿ ಘಟಕದ ವತಿಯಿಂದ "ಬ್ಯಾಂಕಿಂಗ್, ಹಣಕಾಸು ಹಾಗೂ ವಿಮಾ ಕ್ಷೇತ್ರಗಳಲ್ಲಿನ ಸುಧಾರಣೆ: ಸಮಸ್ಯೆಗಳು ಹಾಗೂ ಸವಾಲುಗಳು" ಎಂಬ ವಿಷಯದ ಬಗ್ಗೆ ಇಂದು ಏರ್ಪಡಿಸಿದ್ದ ಎರಡು ದಿನಗಳ ರಾಷ್ಟ್ರ ಮಟ್ಟದ ಸಮ್ಮೇಳನವನ್ನು ಉದ್ಘಾಟಿಸಿ ಅವರು ಮಾತನಾಡುತ್ತಿದ್ದರು.

1990ರ ದಶಕದಲ್ಲಿ ಜಗತ್ತು ತನ್ನನ್ನು ತಾನು ಜಾಗತೀಕರಣ, ಖಾಸಗೀಕರಣ, ಉದಾರೀಕರಣಕ್ಕೆ ತೆರೆದುಕೊಂಡಿತು. ಭಾರತವೂ ಸಹ ಇಂತಹ ಪ್ರಕ್ರಿಯೆಯಲ್ಲಿ ಪಾಲ್ಗೊಂಡು ಹಲವು ಬದಲಾವಣೆಗಳಿಗೆ ಒಳಗಾಯಿತು. ಇದರ ಪರಿಣಾಮ ವಿದೇಶೀ ನೇರ ಬಂಡವಾಳವು ಎಲ್ಲಾ ಕ್ಷೇತ್ರಗಳಲ್ಲಿಯೂ ಹೂಡಿಕೆಯಾಗಲಾರಂಭಿಸಿತು. ಇದರಿಂದ ಆರ್ಥಿಕ ಬೆಳವಣಿಗೆಯಾಗಿ ದೇಶವು ಅಭಿವೃದ್ಧಿ ಪಥದಲ್ಲಿ ಸಾಗಲು ಸುಲಭವಾಯಿತು. ಭಾರತದ ವಿತ್ತ ಸಚಿವರಾದ ಶ್ರೀಮತಿ ನಿರ್ಮಲ ಸೀತರಾಮನ್‌ರವರು ಪ್ರಸಕ್ತ ಆಯವ್ಯಯದಲ್ಲಿ ಹಲವಾರು ಮಹತ್ತರವಾದ ಬದಲಾವಣೆಗಳನ್ನು ಮಾಡಿದ್ದು ಅದರಂತೆ ಭಾರತದ ದೊಡ್ಡ ಸಾರ್ವಜನಿಕ ಸಮೂಹದ ಭಾರತೀಯ ಜೀವ ವಿಮಾ ನಿಗಮದ ಶೇ.10%ರಷ್ಟು ಷೇರುಗಳನ್ನು ಮಾರಾಟ ಮಾಡಲು ನಿರ್ಧರಿಸಿದ್ದಾರೆ. ತೆರಿಗೆಯ ಗೊಂದಲದ ಕಾರಣದಿಂದಾಗಿ ಕೈಗಾರಿಕಾ ಬೆಳವಣಿಗೆಯ ಪ್ರಗತಿ ಇಂದು ಕುಂಠಿತವಾಗುವುದರ ಜೊತೆಗೆ ನಿರುದ್ಯೋಗ, ಹಣದುಬ್ಬರ ಹೆಚ್ಚಾಗಿ, ರಾಷ್ಟ್ರೀಯ ತಲಾ ವರಮಾನ ಕಡಿಮೆಯಾಗುತ್ತಿದೆ ಎಂದು ಕಳವಳ ವ್ಯಕ್ತಪಡಿಸಿದರು.

ಸಂಕರಣದಲ್ಲಿ ಬೆಂಗಳೂರಿನ ಹೆಸರಾಂತ ಸನ್ನದು ಲೆಕ್ಕಿಗರು ಹಾಗೂ ಡೈರೆಕ್ಟ್ ಟ್ಯಾಕ್ಸ್ ಮತ್ತು ಕಾರ್ಪೊರೇಟ್ ಟ್ಯಾಕ್ಸ್ ಕಮಿಟಿಯ ಮುಖ್ಯಸ್ಥರಾದ ಶ್ರೀ.ಎನ್.ನಿತ್ಯಾನಂದ ಅವರು ತಮ್ಮ ದಿಕ್ಕುಚಿ ಭಾಷಣದಲ್ಲಿ ಯಾವುದೇ ಸಮಸ್ಯೆಗಳನ್ನು ತೆರೆದ ಮನಸ್ಸಿನಿಂದ ನೋಡಬೇಕೇ ಹೊರತು ಪೂರ್ವಾಗ್ರಹ ಪೀಡಿತರಾಗಿ ತಮ್ಮ ಅಭಿಪ್ರಾಯವನ್ನು ವ್ಯಕ್ತಪಡಿಸಬಾರದು, ಆಶಾವಾದಿಯೊಬ್ಬ ತನಗೆ ಒದಗಬಹುದಂತಹ ಸವಾಲುಗಳನ್ನು ಅವಕಾಶಗಳನ್ನಾಗಿ ಮಾರ್ಪಡಿಸಿಕೊಂಡು ಹೇಗೆ ಯಶಸ್ವಿಯಾಗುತ್ತಾನೆಯೋ ಹಾಗೆಯೇ ಇಷ್ಟು ಕಾಲ ಸಾಂಪ್ರದಾಯಿಕ ರೀತಿಯಲ್ಲಿ ನಡೆದುಕೊಂಡು ಬರುತ್ತಿದ್ದ ಬ್ಯಾಂಕಿಂಗ್ ವ್ಯವಸ್ಥೆಯು ತಂತ್ರಜ್ಞಾನದ ನೆರವಿನಿಂದಾಗಿ ಬದಲಾವಣೆಗೊಳಗಾಗಿದೆ. ಭಾರತದಂತಹ ಬೃಹತ್ ರಾಷ್ಟ್ರದಲ್ಲಿ ಶೇ.75%ರಷ್ಟು ಜನರು ಜೀವವಿಮೆಯಿಂದ ವಂಚಿತರಾಗಿದ್ದಾರೆ. ಪ್ರಪಂಚದ ಮುಂದುವರೆದ ರಾಷ್ಟ್ರವಾದ ಅಮೇರಿಕಾದಲ್ಲಿಯೂ ಶೇ.41%ರಷ್ಟು ಜನ ವಿಮೆಯಿಂದ ವಂಚಿತರಾಗಿದ್ದಾರೆ, ಸುಧಾರಣೆ ಎನ್ನುವುದು ನಿರಂತರ ಪ್ರಕ್ರಿಯೆ ಎಂದು ತಿಳಿಸಿದರು.

ಚಿಂತನ ಶಂಕರ ಧೂಳಿ ಅವರ ಪ್ರಾರ್ಥನೆಯೊಂದಿಗೆ ಪ್ರಾರಂಭವಾದ ಕಾರ್ಯಕ್ರಮವನ್ನು ವಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾ ಶಾಸ್ತ್ರ ವಿಭಾಗ ಮುಖ್ಯಸ್ಥರಾದ ಪ್ರೊ. ಬಿ. ಎಂ. ಮಂಜುಳ ಅವರು ಸ್ವಾಗತಿಸಿದರು. ಸಂಸ್ಥೆಯ ಗೌ.ಅಧ್ಯಕ್ಷರಾದ ಶ್ರೀ.ಗುಂಡಪ್ಪಗೌಡರವರು ಅಧ್ಯಕ್ಷತೆ ವಹಿಸಿದ್ದು, ಗೌ.ಕಾರ್ಯದರ್ಶಿಯವರಾದ ಶ್ರೀ.ಪಿ.ವಿಶ್ವನಾಥ್, ಗೌ.ಕೋಶಾಧ್ಯಕ್ಷರಾದ ಶ್ರೀಶ್ರೀಶೈಲರಾಮಣ್ಣವರ್, ಕಾಲೇಜು ನಿರ್ವಹಣಾ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷರಾದ ಶ್ರೀ.ಟಿ.ನಾಗರಾಜುರವರು ವೇದಿಕೆಯ ಮೇಲೆ ಆಸೀನರಿದ್ದು ಪ್ರಾಂಶುಪಾಲರಾದ ಡಾ.ಎಸ್.ಮರೀಗೌಡರವರು ಪ್ರಾಸ್ತಾವಿಕ ನುಡಿಗಳನ್ನಾಡಿ, ಪ್ರೊ.ಎಸ್.ಸಿ.ರುಕ್ಮಿಣಿ ವಂದನಾರ್ಪಣೆ ನೆರವೇರಿಸಿದರು. ಶ್ರೀಮತಿ.ವಿದ್ಯಾ.ಆರ್‌ರವರು ನಿರೂಪಿಸಿದ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ವಿಶ್ರಾಂತ ಪ್ರಾಧ್ಯಾಪಕರು, ಬೋಧಕರು, ಬೋಧಕೇತರರು, ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿಗಳು, ವಿವಿಧ ಕಾಲೇಜಿನ ಅಧ್ಯಾಪಕರು ಹಾಗೂ ವಿದ್ಯಾರ್ಥಿಗಳು ಇದೇ ವೇಳೆ ಹಾಜರಿದ್ದರು.


ಪ್ರಾಚಾರ್ಯರು
ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು
ಮೈಸೂರು - 570 021



VIDYAVARDHAKA SANGHA (R), Mysore

VIDYAVARDHAKA FIRST GRADE COLLEGE

SHESHADRI IYER ROAD, MYSURU-570001



DEPARTMENT OF ENVIRONMENTAL STUDIES
HUMANITIES AND IQAC
ORGANISE

ONE DAY NATIONAL LEVEL CONFERENCE
ON
"Economic Policies and Natural Disasters in India"

On 04TH OCTOBER, 2019
Venue : Sri.P.M.Chikkaboraiiah Hall
Vidyavardhaka First Grade College
Mysuru.

ABOUT THE INSTITUTION

Vidyavardhaka Sangha (R.) was established by great visionaries and Philanthropists namely Late Sri. Sahukhar Chennaiah & Late Sri. K Puttaswamy (Former minister of Karnataka), to impart unparalleled education to all sections of society. The Vision of Vidyavardhaka Sangha is to provide excellent education to the people of all caste, Creed and religion. Vidyavardhaka Sangha is situated in the heart of the city of Mysore stands as a synonym for quality education. There are ten educational institutions starting from Nursery to Engineering colleges under the aegis of VVS. At present, VV Sangha is under the able guidance and leadership of Sri. Gundappa Gowda, Hon. President and Sri. P. Vishwanath, Hon. Secretary.

VIDYAVARDHAKA FIRST GRADE COLLEGE

Starting from one Commerce teacher with a scratch of 37 students in 1978 it has now grown in to a huge & reputed institution offering B.Com, B.B.M, and B.A courses with more than 1000 students and 50 faculty members. The college is regularly bagging number of distinctions in all the courses. The college is affiliated to University of Mysore and also covers under Sec 12(B) & Sec 2(F) of UGC & is recognized by the Government of Karnataka. The college is also offering M.Com and Ph.D Programmes.

ABOUT MYSORE

Mysore is the second largest city of Karnataka. It is known the world over for its exotic sandalwood and rich silks. Its grand and imposing palaces, majestic temples, gardens leave an ever-lasting impression on the visitor. Situated 770m above sea level, Mysore has a warm and cool climate throughout the year. Mysore is also bestowed with the 6th oldest University in India by name University of Mysore which is also the oldest in the state of Karnataka. The Mysore city is also recognized as Heritage City by the Government of India because of its Heritage culture, Heritage Buildings and important tourist destinations like Mysore Palace, Chamaraja Urs Zoological Gardens, KRS dam, Chamundi Hills, Ranganathittu Birds Sanctuary, etc.,

HOW TO REACH

The Vidyavardhaka First Grade College is situated in the heart of the Mysore city, next to Railway Station and very near to the Private Bus stand and also one kilometer away from City Bus stand and Suburban Bus stand.




ABOUT THE CONFERENCE

India's geo-climatic conditions as well as its high degree of socio-economic vulnerability, make it one of the most disaster prone country in the world. A disaster is an extreme disruption of the functioning of a society that causes widespread human, material, or environmental losses that exceed the ability of the affected society to cope with its own resources.

Natural Disasters are huge economic burdens on developing economies such as India, aggressive developing concepts are also inducing natural disasters within the environment, for which mitigation phases are not taken seriously. Budgetary provision of relief funds is dealt with Ministry of Finance; the processing of request of the state government for these funds is done by the Ministry of Home Affairs (DM Division). The State Disaster Response Fund (SDRF) and National Disaster Response Fund (NDRF) are based on the recommendations of the 13th Finance Commission. However, rescue, relief and rehabilitation in the event of a natural disaster have been considered to be the direct responsibility of the State Government, expenditure commitments of the States have been far greater than that of the Centre, the discretion of the Centre with regard to resource mobilization has increased in the era of economic liberalization, and that most of the States have been facing an acute fiscal crisis since 1997-98. Therefore there is a need of integrated policy for effective management of disaster. Hence the present conference on "Economic policies and Natural disaster in India" will focus to understand the natural disasters magnitude, impacts, remedial measures and government policies.

OBJECTIVES OF THE CONFERENCE

1. To analyse the Economic Policies, Governance and their impact on continuing natural disasters.
2. To analyze assistance of Indian government relief fund schemes in management of various disasters.
3. To discuss about the challenges faced by public during pre and post stages of calamities.
4. To focus on the importance of preparedness required in Indian disasters scenario.
5. To provide a platform for Academicians, Environmentalists and socio-economic officers to understand and also to discuss about required components in management of disasters.



ECONOMIC POLICIES & NATURAL DISASTERS IN INDIA

SUB THEMES

- 1) Natural disasters types and magnitudes
- 2) Government schemes in disaster management
- 3) Weather forecasting and present scenario
- 4) Policies related to Natural resource management
- 5) Disaster Management mechanism
- 6) Policy measures for changing Ecosystem
- 7) Environmental Hazards and its management
- 8) Applications of modern techniques in disaster management
- 9) India's economic status in disaster management
- 10) Any other themes related to disaster and its policies

WHO CAN PARTICIPATE?

Academics, Researchers, Professionals and students community are invited to contribute research papers. Original contributions may deal with empirical evidence, theoretical perspectives, projected trends, issues in connection with Globalisation policy and programme relevant to the main theme and sub themes stated above. Academics, researchers and students are encouraged to submit papers discussing Globalisation process and its experience with that of the other developing/ developed countries where implementation issues are experienced.

CALL FOR PAPERS

Research Papers/ Articles are invited for presentation in the Conference on the theme/subthemes. The papers will be blindly reviewed by the technical committee formed for this purpose and the committee decision will be final for the acceptance or rejection of the paper. Accepted papers are eligible for presentation by the author, then one of them will be allowed present the paper in the conference. There will be separate sessions for presentation of papers for academics/ researchers/ professionals and students. If more than one author for the paper then the registration is to be obtained by all the authors individually then only the certificate will be issued.

PUBLICATION OF SELECTED RESEARCH PAPERS/ ARTICLES

The papers presented in the conference will be sent for peer review. The selected papers from the peer review committee are published in the conference proceedings with ISBN. The decision of the peer review committee with regard to the publication is final.

GUIDELINES TO AUTHORS

- The first page of the submission will be the title page and should contain Title, Author's details (Name, Affiliation, Designation, Contact details, e-mail ID)
- The second page should contain the Title, Abstract and keywords.
- The abstract should be about 500 words along with 5 key words.
- The full paper is expected to be between 2000-3000 words.
- All submission should be in word document and references in APA format.
- The paper should be typed in Times New Roman Style, with font size 12, 1.5 line spacing between lines and 1 inch margin on all sides in A4 size.
- Authors should give a declaration that the article is original and has never been published in any form and in any journal.
- All the papers accepted will be published in electronic platform with ISBN.
- Articles should be mailed to: wfgc@yahoo.co.in

IMPORTANT DATES

Last date for sending Abstract	-	25th Sep 2019
Notification of Acceptance of Abstract	-	30th Sep 2019
Beginning of Registration	-	30th Sep 2019
Last date for sending Full papers	-	03rd Oct 2019
Spot registration is available		

REGISTRATION FEES

(Without accommodation)

Category of Participation		Registration Fee* (in Rupees)
Academicians/Professionals	-	Rs. 400-00
Research Scholars	-	Rs. 300-00
Students	-	Rs. 200-00

*It includes Conference kit, lunch, tea/coffee along with Conference Certificate.

NOTE:

Delegates are required to make accommodation arrangements on their own.

ORGANISING COMMITTEE

CHIEF PATRONS

Sri.GundappaGowda
Hon. President
VV Sangha(R), Mysuru .

Er.PVishwanath
Hon.Secretary
VV Sangha(R), Mysuru.

Sri. Srishailaramannavar
Hon.Treasurer
VV Sangha(R), Mysuru.

PATRONS

Sri T. Nagaraju
Chairman, CMC, VVFGC, Mysuru

Dr. S.MariGowda
Principal, VVFGC, Mysuru.

CONFERENCE SECRETARY

Dr. Shriharsha B S
HOD
Dept. of Geography, VVFGC
Mob: 9945996218

CONFERENCE CONVENER

Prof. Mohan Kumar N
Assistant Professor
Dept. of Political Science, VVFGC
Mob: 9986867321

MEMBERS

Prof. R Siddaraju, HOD, Dept of Economics, Mob: 8296136535
Prof. Savitha K S, HOD, Dept of History, Mob: 7795476949
Dr. Raghu B T, HOD, Dept of Political Science, Mob: 9880475024
Dr. Lathamani R, HOD, Dept of Environmental Studies, Mob: 9916469776
Prof. Govardhan P K, Asst. Professor, Dept of Commerce & Mgmt. Mob: 9986028902
Prof. Lavanya S, Asst. Professor, Dept of Commerce & Mgmt. Mob: 8147180951
Prof. Siddarju S, Asst. Professor, Dept of Commerce & Mgmt. Mob: 80509 22087



VIDYAVARDHAKA FIRST GRADE COLLEGE

Sheshadri Iyer Road, Mysuru-570001, Karnataka

Ph.: 0821-2422385, 2421619 | E-mail: wfgc@yahoo.co.in | Website: www.vfgc.in



ವಿದ್ಯಾವರ್ಧಕ ಸಂಘ (೦), ಮೈಸೂರು

ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಮೈಸೂರು - 570 001

VIDYAVARDHAKA FIRST GRADE COLLEGE

(Affiliated to University of Mysore, Approved by Govt. of Karnataka and Accredited by NAAC)

Sheshadri Iyer Road, Mysuru - 570 001

Off : 0821-2422385

0821-2421619

E-mail : vfgc@yahoo.co.in

website : www.vfgc.in

Dr. S. Mari Gowda, M.Com., Ph.D.,

Principal

E-mail : mari_marigowda@yahoo.com

No. VFGC :

Date 04.10.2019

IN FAVOUR OF PUBLICATION

The nature awe inspires humanity to discover something new each day .Likewise, man has been rendered helpless by numerous natural disasters during this time the primary duty of a man is to save himself from such catastrophe is itself disaster management opined prof G Hemantha Kumar, Hon Vice Chancellor University of Mysore, Mysuru

He spoke after inaugurating one day national seminar on 'Economic Policies and Natural Disaster in India' held by the Department of Environmental Studies, Humanities and IQUAC held in Vidyavardhaka First Grade College on 4-oct-2019.India as a nation is undergoing a number of natural disaster and has been ranked **third** among the top ten countries in the world a natural disasters are the most crucial problems. He also mentioned the University of Mysore teamed up with the Administrative Training Institute to provide distance education for high level bureaucrats on disaster management. The vice chancellor in his Preliminary instructions told scientists must provide early warning of natural rage so that loss of human life and public property can be avoided.

In his key note address Prof Balasubramanian (Retd) Department of Earth Science University of Mysore, Mysuru highlighted the 20 points related to the current seminar topic. Speaking on the occasion he elaborately mentioned the three reasons promoting hazardous situations were Geo-Physical, Atmospheric and Hydrological Disasters which led to severe loss of economic balance, health, crops and human lives. He gave out a call that the government must take the initiation of effective planning to avoid such calamities and make sure that affected people are rescued and shifted to rescue camps. Later on he emphasized that it was the duty on government, public associations and Organizations to provide financial assistance for the needy to sustain their lives as before .The spokesperson enlightened the audience by dating back 1999, during which High Power Committee on Natural Disasters was framed and according to the committee it was clear that the state government has to take the sole responsibility of rescuing the victims and conservation of properties and not the Central Government.

Sri Gundappa Gowda, Hon President Vidyavardhaka Sanga (R) Mysore had presided over the function. The principal of the college Dr S MariGowda welcomed the gathering Er. P Vishwanth, Hon Secretary Vidyavardhaka Sanga (R) Mysore, Hon Treasurer Sri Srishaila Ramannanavar, and Chairman Sri T Nagaraju, Conference Secretary Dr B.S Sri Harsha, Students, Teaching & Non-Teaching staff were also present on the event. Dr Lathamani R compered the programme and vote of thanks was rendered by Prof N Mohan Kumar.

PRINCIPAL

Vidyavardhaka First Grade College

MYSORE-570 001



Vidyavardhaka First Grade College

Sheshadri Iyer Road, Mysuru - 570001

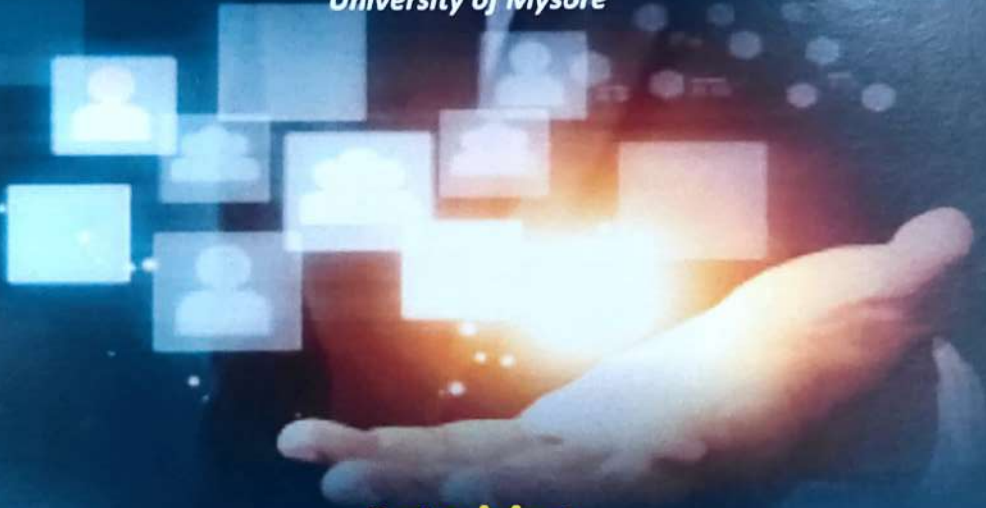
Post Graduate Centre

DEPARTMENT OF STUDIES IN COMMERCE,
VIDYAVARDHAKA RESEARCH FOUNDATION & IQAC

In Collaboration with

University Industry Interaction Centre (UIIC)

University of Mysore



Organizing

One Day National Level Conference

on

“DIGITAL TRENDS AND TECHNOLOGIES

IN

COMMERCE AND MANAGEMENT:

ISSUES AND CHALLENGES”

On 14th May, 2022

Venue:

Sri P M Chikkaboraiah Hall

Vidyavardhaka First Grade College, Mysuru

ABOUT THE INSTITUTION

Vidyavardhaka Sangha (R) Mysuru was established by great visionaries and philanthropists namely Late Sri Sahukhar Chennaiah and Late Sri K Puttaswamy (former Minister of Karnataka), to impart unparalleled education to all sections of society. The Vision of Vidyavardhaka Sangha is to provide excellent education to the people of all caste, creed and religion. Vidyavardhaka Sangha located in the heart of the city of Mysuru stands as a synonym for quality education. There are ten educational Institutions starting from Nursery to Engineering colleges under the aegis of Vidyavardhaka Sangha. At present, Vidyavardhaka Sangha is running under the able guidance and leadership of Sri Gundappa Gowda, President and Er. P. Vishwanath, Hon. Secretary.

VIDYAVARDHAKA FIRST GRADE COLLEGE

Starting from one Commerce teacher with 37 students in 1978 it has now grown in to a huge and reputed institution offering B.Com, B.B.A., B.A, and B.C.A courses with more than 1000 students and 50 faculty members. The college is regularly bagging number of ranks and distinctions in all the courses. The college is affiliated to University of Mysore and is also covered Under Sec 12 (B) and Sec 2 (F) of UGC and is recognized by the Government of Karnataka.

PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE

Vidyavardhaka First Grade College Post Graduate Centre, housed in Vidyavardhaka First Grade College campus, was started in the year 2011 with M. Com course and is affiliated to the University of Mysore. The Department has highly qualified and committed teaching faculty who are actively engaged in research activities. The academic progress of the department is in par with excellence. The department has credit of obtaining Ranks, Gold Medals and Cash prizes continuously from the very inception of the course. The department also provides campus placement opportunities to its students. The department is attached to Vidyavardhaka Research Foundation which is the only recognized Research Centre of the affiliated Colleges of the University of Mysore. The Research Centre is facilitating research work to pursue Ph.D. degree in Commerce and Management.

UNIVERSITY OF MYSORE & UNIVERSITY INDUSTRY INTERACTION CENTRE

The University of Mysore was established on July 27, 1916. It is the sixth oldest in the country and the first in the state of Karnataka. Also, in a sense it is the first university of the country to be established outside the limits of the British India. The university was founded as a result of the efforts of the benevolent and visionary Maharaja of erstwhile Princely State of Mysore His Highness Shri Nalvadi Krishnaraja Wadiyar – IV (1884-1940), and the then Diwan Sir M. Visvesvaraya (1860-1962). It was the first University to be accredited by NAAC in 2000 with Five Star Status.

University Industry Interaction Centre (UIIC) acts as a catalyst for university-industry interaction. It partners with industry to achieve excellence in higher education and to enhance competitiveness of Indian Industry by providing interaction opportunities. It also engages with regulators of government to provide interaction opportunities to the faculties, research scholars and students on contemporary topics.

ABOUT MYSURU

Mysuru is the second largest city of Karnataka. It is known that in the world over for its exotic sandalwood and the rich silks. Its grand and magnificent palaces, majestic temples, gardens leave an ever-lasting impression on the visitor. Situated 770 mm above sea level, Mysuru has a warm and cool climate throughout the year. Mysuru is also bestowed with the 6th oldest University in India by name University of Mysore which is also the oldest in the state of Karnataka. The Mysuru city is also recognized as Heritage City by the Government of India because of its Heritage culture, Heritage buildings and important tourist destinations like Mysuru Palace, Sri Chamarajendra Zoological Gardens, KRS Dam, Chamundi Hills, Ranaganathittu Birds Sanctuary, etc.

HOW TO REACH

The Vidyavardhaka First Grade College, Post Graduate Centre is situated in the heart of the Mysuru city, next to Railway Station and very near to the Private Bus Stand and also one kilometer away from City Bus stand and suburban Bus stand.

ABOUT THE CONFERENCE

The world we live in today is not the world we were born into. In these past few years, technology has changed the way we interact, the way we conduct business, the way we shop and the way we live and work. Technology has become an integral part of our routine and now forms an indispensable part of life. The incredible pace at which digitization has transformed the business world is remarkable. The dependency on the internet is increasing at breakneck speed, and so is the joining of physical objects to sensors to create vast networks and prospects. The 'cloud' now has the ability to offer digital power at lower costs and this is changing the profile of entire Commerce and Management field. Corporates, Banking, Education, Insurance, etc., worldwide are relying on emerging technologies to help improve their competitive advantage and drive strategy and growth. Aply handling information systems will help various sectors streamline their administrative operations, reduce operation costs, innovate, enter new markets, improve customer service and create a competitive advantage for themselves in the market. Educational sector is no exception, as the millennial generation has grown up around technology. The landscape of education needs to be continuously evolving to ensure that this tech-savvy generation remains engaged in the learning process. Digital transformation in the global higher education sector determines the future roadmap to a sustainable education management strategy. Tasks that earlier seemed to be unimaginable are now being undertaken by digital technologies daily to generate optimum performance. Keeping in view, the changes and transformation required for higher education field particularly in Commerce and Management, there is need for deliberations on the issues and challenges with regard to technologies in higher education. Hence, the Department of Studies in Commerce of Vidyavardhaka First Grade College, PG Centre, Vidyavardhaka Research Foundation and IQAC in collaboration with University Industry Interaction Centre (UIIC), University of Mysore, Mysuru is taking initiative to provide a platform to deliberate on the issues and challenges concerned with digital trends and technologies in Commerce and Management.

OBJECTIVES OF THE CONFERENCE

- To have a critical purview of issues and challenges associated with digital trends and technologies in Commerce and Management.
- To shed a light on the various economic advantages of digital transformation.
- To provide a platform for Academicians, Research Scholars, Professionals and Students to deliberate on the intricacies of digital trends and technologies.

THEME OF THE CONFERENCE

"DIGITAL TRENDS AND TECHNOLOGIES IN COMMERCE AND MANAGEMENT: ISSUES AND CHALLENGES"

Technical Session 1: "DIGITAL TECHNOLOGY INDUSTRY 4.0"

Technical Session 2: "HOW DIGITAL TRANSFORMATION IS CHANGING THE WAY WE DO BUSINESS?"

Paper Presentation

Sub-themes of the Conference

- Digital Economy and Fiscal discipline
- Digitalization of Business
- Digital Literacy
- Digital University
- Digital Accounting
- Digital empowerment for inclusive growth
- Innovation in digital learning
- Digital Finance and Currency
- Digital Banking reforms
- Digital Industry
- Digitalization in education
- Digital technologies and culture

Note: Other than sub themes, any topic covering the border view of the Theme will also be accepted.

Who can participate?

Academicians, Researchers, Professionals, and Students community are invited to contribute research papers. Original contributions may deal with empirical evidence, theoretical perspectives, projected trends, issues on connection with digitalization, policy and programmes relevant to the main theme and sub themes stated above. Academicians, researchers and students are encouraged to discuss digitization process and its experience with that of the other developing / developed countries where implementation issues are experienced.

Call for Papers

Research papers/articles are invited for presentation in the Conference on the theme/sub themes. The papers will be blindly reviewed by the technical committee formed for this purpose and the committee decision will be final with the acceptance or rejection of the papers. Accepted papers are eligible for presentation by the author if there is only one, if more than one author then one of them will be allowed to present the paper in the conference. There will be separate session for presentation of papers for academicians/researchers / professionals and students. If more than one author for the paper then the registration is to be obtained by all the authors individually then only the certificates will be issued.

Publications of Selected Research Papers/ Articles

The papers presented in the Conference will be sent for peer review. The selected papers from the peer review committee will be published in the Conference proceedings with ISSN on the receipt of extra publication charges. It will be intimated after the Conference. The decision of the peer review committee with regard to the publication is final.

GUIDELINES TO AUTHORS

- The first page of the submission will be the title page and should contain Title, Author's details (Name, Designation, Affiliation, Contact details, e-mail ID)
- The second page should contain the Title, Abstract and Keywords.
- The abstract should be about 500 words along with 5 keywords
- The full paper is expected to be between 4000-5000 words.
- All submission should be in word documents and reference in APA format.
- The paper should be typed in Times New Roman Style, with font size 12, 1.5 lines spacing between lines and 1 inch margin on all sides in A4 size.
- The authors should ensure that they have submitted their original works, and if the authors have used the work of others then that has been appropriately cited. Plagiarism in all its forms is totally unacceptable.
- Article should be mailed to: **vvpgcevents@gmail.com**

IMPORTANT DATES

Last date for sending Abstract	30th April, 2022
Notification of Acceptance of Abstract	2nd May, 2022
Beginning of Registration Process	9th May, 2022
Late date for sending Full papers	11th May, 2022
Notification of Acceptance of Full paper	12th May, 2022

REGISTRATION FEES

Category of Participation	Registration Fee* (Including GST)
Professionals	Rs. 885
Academicians	Rs. 590
Research Scholars	Rs. 472
Students	Rs. 236

includes Conference Kit, Lunch, Tea/ Coffee along with Conference Certificate.

NOTE: Delegates are required to make accommodation arrangement on their own.

PAYMENT PROCEDURE

Option 1: Payment may be made in the form of DD/ Cheque drawn in favor of "Secretary, National Conference 2022, Vidyavardhaka First Grade College, PG Centre" payable at Mysuru.

Option 2: National Electronic Fund Transfer (NEFT) at the following account number:

Account Name: M/S VIDYAVARDHAKA PG CONFERENCE
Account Number: SB A/C 74220100002948
Bank: Bank of Baroda - Sayaji Rao Road Branch, Mysuru Branch
IFSC Code: BARBOVJSAYY

Submit dully filled Registration Form along with the payment details.

Registration Link: <https://forms.gle/UUJiR5tc8qGUUF896>

ORGANISING COMMITTEE

- Chief Patrons : **Sri Gundappa Gowda**
Hon'ble President,
VV Sangha (R), Mysuru
- Prof. **G Hemantha Kumar**
Hon'ble Vice Chancellor,
University of Mysore, Mysuru
- Patrons : **Er. P Vishwanath**
Hon'ble Secretary,
VV Sangha (R),
Mysuru
- Prof. **R Shivappa**
Registrar
University of Mysore
Mysuru
- Sri Shrishaila Ramannavar**
Hon'ble Treasurer,
VV Sangha (R), Mysuru
- Sri T Nagaraju**
Chairman,
CMC, VVFGC, Mysuru
- Co-Patrons : **Dr. S Mari Gowda**
Principal,
VVFGC, Mysuru
- Prof. **B Mahadevappa**
Professor and Director,
UIC, UOM, Mysuru

Conference Secretary

Dr. Rajeswari G M
Associate Professor & HOD
PG Department of Commerce
VVFGC, Mysuru
Mob: +91 9972577009
Email: dr.rajeswarigm@vfgc.ac.in

Conference Convener

Smt. Poornima S
Assistant Professor
PG Department of Commerce
VVFGC, Mysuru
Mob: +91 9901293396
Email: poornimas@vfgc.ac.in

MEMBERS

- Sri Prashanth Kumar G**, Asst. Prof., PG Department of Commerce, VVFGC, Mysuru
Dr. Venkatesha T K, Asst. Prof., PG Department of Commerce, VVFGC, Mysuru
Sri Madesh Gowda, Librarian, VVFGC, Mysuru
Sri Siddaraju S, Research Scholar, VVRF, Mysuru
Smt. Lavanya S, Research Scholar, VVRF, Mysuru
Smt. Anusha M C, Research Scholar, VVRF, Mysuru
Smt. Sowmay M, Research Scholar, VVRF, Mysuru
Sri Satish T, Research Scholar, VVRF, Mysuru
Smt. Harshitha M, Research Scholar, VVRF, Mysuru



Vidyavardhaka Sangha (R) Vidyavardhaka First Grade College

PG Centre, Department of Studies in Commerce
Sheshadri Iyer Road, Mysuru, Karnataka 570 001

P: 0821-2420284, 2420224

vpgcevents@gmail.com | www.vfgc.in





ವಿದ್ಯಾವರ್ಧಕ ಸಂಘ (೦.) ಮೈಸೂರು

ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಮೈಸೂರು - 570001

VIDYAVARDHAKA FIRST GRADE COLLEGE

(Affiliated to University of Mysore, Approved by Govt. of Karnataka and Accredited by NAAC with 'B' Grade)

Sheshadri Iyer Road, Mysuru - 570 001

P. G. CENTRE

Dr. S. Mari Gowda, M.Com., Ph.D.,
Principal
E-mail : mari_marigowda@yahoo.com

Off : 0821- 2420284
0821- 2421619
E-mail : vvpqcmcom@yahoo.co.in
website : www.vfgc.in

No. VFPGC :

14/05/2022

IN FAVOUR OF PUBLICATION

One Day National Level Conference on the topic "Digital Trends and technologies in Commerce and Management: Issues and Challenges" at Vidya Vardhaka First Grade College, PG Centre, Mysore in collaboration with University Industry Interaction Centre (UIIC) was held on 14th of May, 2022

The Seminar was inaugurated by Prof G Hemantha Kumar, Vice Chancellor, University of Mysore. In his inaugural address he spoke about how existing technology can present opportunities and flexibility for business process through structural characteristics such as language, platform and design.. He stressed on the fact that a person must 'Access, Compare and Take decisions' before using any digital trends. In his address he focused on the topic of Cloud computing and the ways it allowed to set up what is essentially a virtual office to give the flexibility of connecting to every business anywhere, any time. He told with the growing number of web-enabled devices used in today's business environment (e.g. smartphones, tablets), accessing data is even easier. Before concluding his speech, he has informed about the CAREER HUB started by the University of Mysore for the benefit of students and to make use of it.

Sri Madhav Bissa, Programme Director of Data Science & AI, NASSCOM the Key note speaker briefly enlightened the gathering on the topics of Digital trends by differentiating Digitization, Digitalisation and Digital transformation. He threw light on how India was taking initiatives on digital innovations to accelerate 'Digital Transformation' and these innovations gave necessary foundation to digitally transform industries Faster, Smarter and Cheaper. He also spoke on how the pandemic had motivated industries to move to the path of digital transformation and gave the companies an insight on their digital potential.

PTO

Sri Gundappa Gowda, the Hon'ble President of VVS, Mysore in his presidential address spoke about the inception of the institution and remarked the impact and advantages of technology on our lives today along with the technological developments and advancements over the last few decades. He mentioned that with such a rapid technology adoption that we've witnessed in the past few decades, has made extensive availability of data and has made the world a social village. He also wished the Conference a grand success.

The programme started by invocation by Prof Manju G, Assistant Professor VVFGC. Dr S Marigowda , Principal VVFGC welcomed the dignitaries and introduced the Chief guest, and Key note speaker and gave an insight about the conference. Hon'ble Secretary Er.P. Vishwanath, Sri Shrishaila Ramannavar, Hon'ble Treasurer VV Sangha®, Sri T. Nagaraju, Chairman of College Managing Committee were also present on the occasion. Prof. B Mahadevappa, Professor and Director, UIIC, UOM, Mysuru graced the occasion. Dr. Rajeshwari G M, rendered vote of thanks. Prof Poornima S, Asst. Professor compered the programme. Prof. Prashanth Kumar G, and Dr. Venkatesha , Asst. Professors of the PG Centre and research scholars were also present.



(Dr.S.MariGowda)

PRINCIPAL

P.G. Centre

Vidyavardhaka First Grade College

MYSORE-570 001

ಶಿಕ್ಷಣದಲ್ಲಿ ಡಿಜಿಟಲ್ ತಂತ್ರಜ್ಞಾನದ ಕೊಡುಗೆ ಅಪಾರ

ಪ್ರೊ.ಜಿ. ಹೇಮಂತಕುಮಾರ್ ಅಭಿಮತ | ವಿದ್ಯಾವರ್ಧಕ ಕಾಲೇಜಿನಲ್ಲಿ ಡಿಜಿಟಲ್ ಪ್ರವೃತ್ತಿ, ತಂತ್ರಜ್ಞಾನಗಳು ಕುರಿತ ವಿಚಾರ ಸಂಕಿರಣ

• ಕನ್ನಡಪ್ರಭ ವಾರ್ತೆ ಮೈಸೂರು

ಸ್ವಾತಂತ್ರ್ಯ ಪೂರ್ವದ ಭಾರತದಲ್ಲಿ ಗುರುತು ಬಿಟ್ಟಿರುವ ಪದ್ಧತಿ ಜಾರಿಯಲ್ಲಿದ್ದಿತು. ತದನಂತರದ ಶಿಕ್ಷಣದಲ್ಲಿ ಅಮೂಲ್ಯಾದ ಬದಲಾವಣೆಯಾಗಿ ನಿರಂತರ ಬದಲಾವಣೆಗಳನ್ನು ಹೊಂದುತ್ತಾ ಮೌಲ್ಯಾಧಾರಿತ, ಕೌಶಲ್ಯಾಧಾರಿತ ಶಿಕ್ಷಣವನ್ನು ನೀಡುವ ನಿಟ್ಟಿನಲ್ಲಿ ಡಿಜಿಟಲ್ ತಾಂತ್ರಿಕತೆಯ ಆಳವಡಿಕೆ ಸಹಜವಾಗಿಯಾಗಿದೆ ಎಂದು ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಕುಲಪತಿ ಪ್ರೊ. ಜಿ. ಹೇಮಂತಕುಮಾರ್ ತಿಳಿಸಿದರು.

ನಗರದ ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು ಸಾತಕ್ಕೋಡುರವಂ, ಕಾಂವಿಭಾಗ, ವಿದ್ಯಾವರ್ಧಕ ಸಂಶೋಧನಾ ಪ್ರತಿಷ್ಠಾನ ಹಾಗೂ ಇಕ್ವಾಕ್ ವಿಭಾಗಗಳು ಮೈಸೂರಿನ ವಿವಿ ಇಂಡಸ್ಟ್ರಿಯಲ್ ಟಾಂಕ್ ಸೆಂಟರ್ ಸಹಯೋಗದೊಂದಿಗೆ ಶನಿವಾರ ಬರ್ಪೆಡ್ಡೆ ವಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾಶಾಸ್ತ್ರದಲ್ಲಿ ಡಿಜಿಟಲ್ ಪ್ರವೃತ್ತಿ ಮತ್ತು ತಂತ್ರಜ್ಞಾನಗಳು: ಸಮಸ್ಯೆಗಳು ಮತ್ತು ಸಹಾಯಗಳು ಕುರಿತು ಒಂದು ದಿನದ ರಾಷ್ಟ್ರಮಟ್ಟದ ವಿಚಾರ ಸಂಕಿರಣವನ್ನು ಆಯದ ಉದ್ಘಾಟನೆ ಮಾಡಿತು.

ಕಾರ್ಯಕ್ರಮದ ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರಕ್ಕೆ ಅಮೂಲ್ಯವಾದ ಕೊಡುಗೆಯನ್ನು ನೀಡಿದವರು ಮೈಸೂರಿನ ಮಹಾರಾಜರು. ಅವರ ದೂರದೃಷ್ಟಿಯ ಫಲವಾಗಿ ಇಂದು ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಹೆಚ್ಚುವರಾಗಿ



ಮೈಸೂರಿನ ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು ಸಾತಕ್ಕೋಡುರವಂ, ಕಾಂ ವಿಭಾಗವು ಶನಿವಾರ ಬರ್ಪೆಡ್ಡೆ ವಾಣಿಜ್ಯ ಮತ್ತು ನಿರ್ವಹಣಾಶಾಸ್ತ್ರದಲ್ಲಿ ಡಿಜಿಟಲ್ ಪ್ರವೃತ್ತಿ ಮತ್ತು ತಂತ್ರಜ್ಞಾನಗಳು: ಸಮಸ್ಯೆಗಳು ಮತ್ತು ಸಹಾಯಗಳು ಕುರಿತು ಒಂದು ದಿನದ ರಾಷ್ಟ್ರಮಟ್ಟದ ವಿಚಾರ ಸಂಕಿರಣವನ್ನು ಮೈಸೂರು ವಿವಿ ಕುಲಪತಿ ಪ್ರೊ. ಜಿ. ಹೇಮಂತಕುಮಾರ್ ಉದ್ಘಾಟಿಸಿದರು. ಮಾರ್ಥ ಬಸಾ, ಗುಂಡಪ್ಪಗೌಡ, ಎ. ವಿಶ್ವನಾಥ್, ಶ್ರೀಶೈಲ ರಾಮಣ್ಣವರ್, ಬಿ. ನಾಗರಾಜು, ಡಾ.ಎಸ್. ಮರೀಗೌಡ, ಡಾ.ಜಿ.ಎಂ. ರಾಜೇಶ್ವರಿ ಇದ್ದರು.

ಬೆಳೆದಿದೆ. ಹೊಸ ಪೀಳಿಗೆಯ ವಿದ್ಯಾರ್ಥಿಗಳು ತಂತ್ರಜ್ಞಾನವನ್ನು ಹೆಚ್ಚಿಟ್ಟು ಬಳಸುವ ಪೀಳಿಗೆಯವರಾಗಿದ್ದಾರೆ. ಹಾಗೂ ಇವರ ಕೆಲಸಿಯ ಪ್ರಗತಿಯು ಸಹ ಅಧುನಿಕ ತಂತ್ರಜ್ಞಾನದಿಂದ ಕೂಡಿದ್ದು, ತನ್ನೂ ಸಹ ಜ್ಞಾನದ ವಿಶೇಷತೆ ತಮ್ಮನ್ನು ತಾವು ತೆರೆದು ಕೊಳ್ಳುತ್ತಿದ್ದಾರೆ ಎಂದು ಅವರು ಹೇಳಿದರು.

ಡಿಜಿಟಲ್ ತಂತ್ರಜ್ಞಾನ ಹೆಚ್ಚು ದಂತೆ ಸೈಬರ್ ಅಪರಾಧಗಳು ಸಹ ಅತ್ಯಂತ ವೇಗವಾಗಿ ನಡೆಯುತ್ತಲಿವೆ. ಇವುಗಳನ್ನು ತಡೆಗಟ್ಟುವ ದಿಸೆಯಲ್ಲಿ ಸರ್ಕಾರವು ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ರೂಪಿಸಿ ಜಾರಿಗೆ ತರಬೇಕಾಗಿದೆ.

• ಪ್ರೊ. ಜಿ. ಹೇಮಂತಕುಮಾರ್ ಮೈಸೂರು ವಿವಿ ಕುಲಪತಿ

ಉಪನ್ಯಾಸಕರಿಗೆ ಕಂಪ್ಯೂಟರ್ ಅನ್ನು ಬಳಸುವುದು ಹೇಗೆಂದು ತಿಳಿಯದಿರುವುದು ವಿವರಗಳಾಗಿವೆ ಎಂದು.

ಡಿಜಿಟಲ್ ತಾಂತ್ರಿಕತೆ ಬಳಸಿಕೊಳ್ಳಿ: ನಾಸ್ಕಾಮ್ ಡಾಟಾಸೈನ್ ಮತ್ತು ಕೃತಕ ಬುದ್ಧಿಮತೆ ಕಾರ್ಯಕ್ರಮ ನಿರ್ದೇಶಕ ಮಾರ್ಥ ಬಸಾ ಮಾತನಾಡಿ, ಈ ಒಂದೆ ಸಾವಧಿಯಂತೆ ಸಾರ್ವಜನಿಕವಾಗಿ ನಿರ್ವಹಿಸುತ್ತಿದ್ದ ಎಲ್ಲಾ ಕೆಲಸಗಳನ್ನು ಇಂದಿನ ಆಧುನಿಕ ಯುಗಕ್ಕೆ ತಕ್ಕಂತೆ ಡಿಜಿಟಲೀಕರಣದ ಕಾರಣದಿಂದಾಗಿ ಬಹಳ ಸುಲಭವಾಗಿ ಹಾಗೂ ವೇಗವಾಗಿ ಯಂತ್ರೋಪಕರಣಗಳ ಸಹಾಯದಿಂದಾಗಿ ದತ್ತಾಂಶಗಳನ್ನು ಕೌಡ್ ಸ್ಟ್ರೋಕೇಜ್‌ನಲ್ಲಿ ಶೇಖರಿಸಿ, ಯಾವಾಗ ಬೇಕಾದರೂ ಉಪಯೋಗಿಸಿಕೊಳ್ಳಬಹುದಾಗಿದೆ ಎಂದು.

ಕೋವಿಡ್ ಸಾಂಕ್ರಾಮಿಕ ರೋಗ ಹರಡುವ ಮೊದಲು ಡಿಜಿಟಲ್ ತಾಂತ್ರಿಕತೆಯ ಬಗ್ಗೆ ಹೆಚ್ಚು ಜನಕ್ಕೆ ಪರಿಚಯವಿರಲಿಲ್ಲ. ಆದರೆ, ಲಾಕ್‌ಡೌನ್ ಸಂದರ್ಭದಲ್ಲಿ ಡಿಜಿಟಲ್ ತಂತ್ರಜ್ಞಾನದ ಮ್ಯಾಪ್ ಬಳಕೆಯಿಂದ ಎಲ್ಲರಿಗೂ ಇದರ ಬಗ್ಗೆ ಅರಿವು ಉಂಟಾಗಿದೆ. ಕೃತಕ ಬುದ್ಧಿಮತೆಯು ಸದ್ಯ ಬಹುತೇಕ ಎಲ್ಲಾ ರಂಗಗಳಲ್ಲಿಯೂ ಉಪಯುಕ್ತವಾಗಿದ್ದು, ತಂತ್ರಜ್ಞಾನದ ಆಳವಡಿಕೆಯ ಸಹಾಯದಿಂದ ಗುಣಾತ್ಮಕವಾಗಿ ಬಳಸಿಕೊಳ್ಳಬಹುದಾಗಿದೆ ಎಂದು ಅವರು ಹೇಳಿದರು.

ಭಾರತವು ಸದ್ಯ ಕೃತಕ ಬುದ್ಧಿಮತೆಗೆ ಹೆಚ್ಚು ಬಂಡವಾಳ ಹೂಡಿಕೆಯಲ್ಲಿ ವಿಶ್ವದಲ್ಲಿ ಅಗ್ರಸ್ಥಾನದಲ್ಲಿದೆ. ಇಂದಿನ ವಿದ್ಯಾರ್ಥಿಗಳು ಡಿಜಿಟಲ್ ತಾಂತ್ರಿಕತೆಯನ್ನು ಸಕಾರಾತ್ಮಕವಾಗಿ ಬಳಸಿಕೊಂಡು ತಮ್ಮ ಭವ್ಯ ಭವಿಷ್ಯವನ್ನು ರೂಪಿಸಿಕೊಳ್ಳಬೇಕು ಎಂದು.

ವಿದ್ಯಾವರ್ಧಕ ಸಂಸ್ಥೆ ಗೌಡ ಅಧ್ಯಕ್ಷ ಗುಂಡಪ್ಪಗೌಡ, ಕಾರ್ಯದರ್ಶಿ ಬಿ. ವಿಶ್ವನಾಥ್, ಕೋಶಾಧ್ಯಕ್ಷ ಶ್ರೀಶೈಲ ರಾಮಣ್ಣವರ್, ಕಾಲೇಜು ನಿರ್ವಹಣಾ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷ ಬಿ. ನಾಗರಾಜು ಇದ್ದರು. ಜಿ. ಎಂ.ಬು ಪ್ರಾರ್ಥಿಸಿದರು. ಪ್ರಾರ್ಥಿಸಿದರು ಡಾ. ಎಂ. ಮರೀಗೌಡ್ ಸ್ವಾಗತಿಸಿದರು. ಡಾ.ಎಂ. ಪೂರ್ಣಿಮಾ ನಿರೂಪಿಸಿದರು. ಡಾ.ಜಿ.ಎಂ. ರಾಜೇಶ್ವರಿ ವಂದಿಸಿದರು.



Vidyavardhaka First Grade College

Sheshadri Iyer Road, Mysuru - 570001

Post Graduate Centre

DEPARTMENT OF STUDIES IN COMMERCE,
VIDYAVARDHAKA RESEARCH FOUNDATION & IQAC

Organizing

One Day National Level Conference

on

“Digital Financial Literacy
and Its relevance for
Socio-Economic Development”
(Hybrid Mode)

On 29th April, 2023



Venue: Sri P M Chikkaboraiiah Hall
Vidyavardhaka First Grade College, Mysuru

ABOUT THE INSTITUTION

Vidyavardhaka Sangha (R) was established by great visionaries and Philanthropist namely Late Sri Sahukhar Chennaiah & Late Sri K Puttaswamy (former Minister of Karnataka), to impart unparalleled education to all sections of society. The vision of Vidyavardhaka Sangha is to provide excellent education to the people of all caste, creed and religion. Vidyavardhaka Sangha located in the heart of the city of Mysuru stands as a synonym for quality education. At present, around 5000 students are pursuing education in diversified nine educational institutions starting from nursery to post graduation under the aegis of Vidyavardhaka Sangha. Currently Vidyavardhaka Sangha is under the able guidance of Sri. Gundappa Gowda, Honorable President and Er. P Vishwanath, Honorable Secretary.

VIDYAVARDHAKA FIRST GRADE COLLEGE

Starting from one Commerce teacher with 37 students in 1978 it has now grown in to a huge and reputed institution offering B.Com, B.B.A., B.A, and B.C.A courses with more than 1000 students and 50 faculty members. The college is regularly bagging number of ranks and distinctions in all the courses. The college is affiliated to University of Mysore and recognized by Government of Karnataka. The college is covered under section 12 (B) and section 2 (F) of UGC and is also accredited by NAAC.

PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE & VVRF

Vidyavardhaka First Grade College Post Graduate Centre, housed in Vidyavardhaka First Grade College campus, was started in the year 2011 with M. Com course and is affiliated to the University of Mysore. The Department has highly qualified and committed teaching faculty who are actively engaged in research activities. The academic progress of the department is in par with excellence. The department has credit of obtaining Ranks, Gold Medals and Cash prizes continuously from the very inception of the course. The department also provides campus placement opportunities to its students. Vidyavardhaka Research Foundation is attached to the Vidyavardhaka PG Centre and which is affiliated to University of Mysore. The Research Centre is facilitating research work to pursue Ph.D. degree in Commerce and Management.

ABOUT MYSURU

Mysuru is the second largest city of Karnataka. It is known that in the world over for its exotic sandalwood and the rich silks. Its grand and magnificent palaces, majestic temples, gardens leave an ever-lasting impression on the visitor. Situated 770 mm above sea level, Mysuru has a warm and cool climate throughout the year. Mysuru is also bestowed with the 6th oldest University in India by name University of Mysore which is also the oldest in the state of Karnataka. The Mysuru city is also recognized as Heritage City by the Government of India because of its Heritage culture, Heritage buildings and important tourist destinations like Mysuru Palace, Sri Chamarajendra Zoological Gardens, KRS Dam, Chammundi Hills, Ranaganathittu Birds Sanctuary, etc.

HOW TO REACH

The Vidyavardhaka First Grade College, Post Graduate Centre is situated in the heart of the Mysuru city, next to Railway Station and very near to the Private Bus Stand and also one kilometer away from City Bus stand and suburban Bus stand.

ABOUT THE CONFERENCE

Robert Kiyosaki rightly quotes: "Money is one form of power. But what is more powerful is financial education". Financial literacy has been the center of discussion world over. Financial literacy is the possession of the set of skills and knowledge that allows an individual to make informed and effective decisions with a clear understanding of financial resources. It is the ability to make informed judgments and take effective decisions regarding the use and management of money. Now the trend has changed, with limited knowledge of financial literacy the people are moving towards digital financial literacy. The interesting side of digital financial literacy are digital payments, internet banking, use of debit & credit cards, mobile banking etc.,. Indian Government is also promoting Digital India, by launching many schemes like Pradhan Mantri Jan Dhan Yojna, Jeevan Jyoti Bima Yojna, Suraksha Bima, MUDRA Bank Yojna, BHIM and Pradhan Mantri Gramin Digital Saksharta Abhiyaan (PMGDISHA) etc.,. The Vittiya Saksharta Abhiyan (VISAKA) has also been launched by the Ministry of Human Resource. Despite the extended digital communications, a significant proportion of the people cannot transact financially especially in rural areas. Effective financial transactions could be made possible through skills, awareness, and attitudes to use digital transaction tools and applications. Therefore, digital financial literacy has become more significant nowadays and is considered to have prerequisites and preliminary steps for people's inclusion in the financial system. **According to the Global Financial Literacy Excellence Centre report, only 24% of the Indian adult population is financially literate; this is due to lack of formal training and awareness.** In this regard the Department of Studies in Commerce of Vidyavardhaka First Grade College, PG Centre, in association with Vidyavardhaka Research Foundation and IQAC is taking an initiative to provide a platform to deliberate on "**DIGITAL FINANCIAL LITERACY AND ITS RELEVANCE FOR SOCIO-ECONOMIC DEVELOPMENT**".

OBJECTIVES OF THE CONFERENCE

- To create awareness about various digital financial products available in the modern world.
- To throw light on enhancement of socio-economic status of people through financial literacy programs.
- To provide an ideal platform to discuss about strengthening the decision making ability among the people to be financially stable and independent.

THEME OF THE CONFERENCE

"DIGITAL FINANCIAL LITERACY AND ITS RELEVANCE FOR SOCIO-ECONOMIC DEVELOPMENT"

Paper Presentation

Sub- themes of the Conference

- Financial education and digitalisation
- Workplace financial literacy
- Financial literacy for entrepreneurship
- Financial literacy for socio- economic development

- Financial literacy for sustainable development
- Financial literacy in rural and urban area
- Government schemes to promote Financial literacy
- Role of AI in financial literacy
- Robotic process automation and financial literacy
- Financial Inclusions
- Digital Financial Skill and Knowledge
- Digital Financial Behaviour and Attitude
- Digital Payment modes
- Risk in Digital Finance
- Fintech
- Security measures to digital finance
- Financial Innovations and Inventions
- Educational Finance
- Ethical Practices in Fintech
- Gender Gap in Financial Literacy
- Investment and Wealth

Note: Other than sub themes, any topic covering the border view of the Theme will also be accepted.

Who can participate?

Academicians, Researchers, Professionals, and Students community are invited to contribute research papers. Original contributions may deal with empirical evidence, theoretical perspectives, projected trends, issues in connection with digitalization, policy and programmes relevant to the main theme and sub themes stated above.

Call for Papers

Research papers/ articles are invited for presentation in the Conference on the theme/ sub themes. The papers will be blindly reviewed by the technical committee formed for this purpose and the committee decision will be final with the acceptance or rejection of the papers. Accepted papers are eligible for presentation, if there is more than one author then one of them will be allowed to present the paper in the conference. There will be a separate session for presentation of papers for online and offline mode. If there is more than one author for the paper then the registration is to be obtained by all the authors individually then only the certificates will be issued.

Publications of Selected Research Papers/ Articles

- All the papers presented in the Conference will be published in the Conference proceeding with ISBN.
- Selected papers from the peer review committee will be published in the UGC Care list Journal, subject to payment of additional publication charges. It will be intimated after the Conference.
- The decision of the Peer Review committee with regard to publication is final.

GUIDELINES TO AUTHORS

- The first page of the submission will be the title page and should contain Title, Author's details (Name, Designation, Affiliation, Contact details, e-mail ID)
- The second page should contain the Title, Abstract and Keywords.
- The abstract should be about 500 words along with 5 keywords
- The full paper is expected to be between 4000-5000 words.
- All submission should be in word documents and reference in APA format.
- The paper should be typed in Times New Roman Style, with font size 12, 1.5 lines spacing between lines and 1 inch margin on all sides in A4 size.
- The authors should ensure that they have submitted their original works, and if the authors have used the work of others then that has been appropriately cited.
- All accepted papers will be sent for plagiarism and similarity index as per UGC norms.
- Article should be mailed to: vvpgcevents@gmail.com

IMPORTANT DATES

Last date for sending Abstract	10th April, 2023
Notification of Acceptance of Abstract	12th April, 2023
Beginning of Registration Process	10th April, 2023
Late date for sending Full papers	22nd April, 2023
Notification of Acceptance of Full paper	25th April, 2023

REGISTRATION FEES

Category of Participation	Registration Fee* (Including GST)	
	Online Participation**	Offline Participation
Professionals	INR 826	INR 885
Academicians	INR 531	INR 590
Research Scholars	INR 413	INR 472
Others	INR 295	INR 354
Students	INR 177	INR 236

*It includes Conference Kit, Lunch, and Tea/Coffee along with Conference Certificate.

** The paper presenter residing within 200 km vicinity of Mysuru is mandatory to attend offline.

OOD facility will be provided

PAYMENT PROCEDURE

National Electronic Fund Transfer (NEFT) at the following account number:

Account Name : M/S VIDYAVARDHAKA FGC CONFERENCE

Account Number : SB A/C 74220100002948

Bank : Bank of Baroda -

Sayaji Rao Road Branch, Mysuru Branch

IFSC Code : BARB0VJSAYY

Submit dully filled Registration Form along with the payment details.

Registration Link: <https://forms.gle/AwVCYTaHhQtnRkc9>



ORGANISING COMMITTEE

Chief Patrons : **Sri Gundappa Gowda** **Er. P Vishwanath**
Hon'ble President, Hon'ble Secretary,
VV Sangha (R), Mysuru VV Sangha (R), Mysuru

Sri Shrishaila Ramannavar
Hon'ble Treasurer,
VV Sangha (R), Mysuru

Patrons : **Sri T Nagaraju** **Dr. S Mari Gowda**
Chairman, Principal,
CMC, VVFGC, Mysuru VVFGC, Mysuru

Conference Secretary

Dr. Poornima S

Associate Professor

PG Dept. of Commerce, VVFGC, Mysuru

Mob: +91 9901293396

Email: poornimas@vfgc.ac.in

Conference Convener

Mr. Prashanth Kumar G

Assistant Professor

PG Dept. of Commerce, VVFGC, Mysuru

Mob: +91 9900645644

Email: prashathkumarg@vfgc.ac.in

Conference Co-ordinator

Mrs. Anusha M C

Assistant Professor

PG Dept. of Commerce, VVFGC, Mysuru

Mob: +91 8884742879

Email: anushamc@vfgc.ac.in

MEMBERS

Dr. Venkatesha T K, Asst. Prof., PG Department of Commerce, VVFGC, Mysuru

Sri Madesh Gowda, Librarian, VVFGC, Mysuru

Sri Siddaraju S, Research Scholar, VVRF, Mysuru

Smt. Sowmya M, Research Scholar, VVRF, Mysuru

Sri Satish T, Research Scholar, VVRF, Mysuru

Smt. Harshitha M, Research Scholar, VVRF, Mysuru



Vidyavardhaka Sangha (R)

Vidyavardhaka First Grade College

PG Centre, Department of Studies in Commerce

Sheshadri Iyer Road, Mysuru, Karnataka 570 001

Phone: 0821-2420284, 2420224

www.vvfgc.ac.in

Favour of Publication**“ LITERACY IS A BRIDGE FROM MISERY TO HOPE” – KOFI ANNAN**

On 29th April 2023, Saturday, One day National level conference was held on Digital Financial Literacy and its relevance for Socio-Economic Development, an alluring theme, in Sri P.M.Chikkaboraiiah Hall, by PG Centre, Department of Studies in Commerce, Vidyavardhaka Research Foundation and IQAC.

Prof.Lokanath N.K, Honourable ,Vice Chancellor, University of Mysuru, Mysuru, was the Chief Guest of this conference, he enlightened the gallery of audience through his words of wisdom by igniting three mantras in life are skill, reskill and upskilling an every individual with scholastic and financial knowledge.He also highlighted about the accessibility of every facility from a common man to the aristocrat. Dr. M.Sumathy ,Professor and Head Dos in Commerce ,Bharathiar University, Coimbatore, Tamilnadu, addressed the gathering with the importance of Financial Inclusion, Financial Literacy and Financial Discipline. The message left for the gathering was the words of Mahatma Gandhi, “ Live as if you were to die tomorrow. Learn as if you were to live forever.”

The Programme was presided by Hon.President Sri.Gundappa Gowda, Hon Secretary V V Sangha Er.P.Vishwanath and Hon. Treasurer Shrishaila Ramannavar and college Development council chairman Sri.T.Nagaraj, Dr.S.MariGowda Principal and Dr.S.Poornima were present on this occasion. The teaching and non-teaching faculty and the students witnessed this conference.



PRINCIPAL
Vidyavardhaka First Grade College
MYSORE-570 001





Vidyavardhaka Sangha(R), Mysuru
VIDYAVARDHAKA FIRST GRADE COLLEGE
Sheshadri Iyer Road, Mysuru - 570 001



&
IQAC Jointly Organise
ONE DAY NATIONAL LEVEL CONFERENCE
ON

"TECHNOLOGICAL TRANSFORMATION IN HIGHER EDUCATION: PERSPECTIVES AND CHALLENGES"

INAUGURATION

Chief Guest : Smt. V.R Shylaja KAS
Registrar, University of Mysore, Mysuru

Key Note Speaker: Dr. Sajan Mathew
Professor of Information Systems
Alliance University
Bengaluru

President : Sri. Gundappa Gowda
Hon.President, V.V.Sangha ®, Mysuru

Guests of Honor : Er. P. Vishwanath
Hon.Secretary, V.V.Sangha ®, Mysuru

Sri. Srishaila Rammannavar
Hon.Treasurer, V.V.Sangha(R), Mysuru

Sri. T. Nagaraju
Chairman, CMC, VVFGC, Mysuru

Dr. S. MariGowda
Principal
VVFGC, Mysuru

Date : 17th June, 2023, Saturday | Time : 9:30 am
Venue: Sri.P.M.Chikkaboraiah Hall

All are cordially invited

Teaching, Non - Teaching Staff & Students

CONFERENCE SCHEDULE

TECHNICAL SESSION-1

11.00 am to 12.15 pm

Theme : "The Integration of Technology in Commerce and Management Education"

Chair Person	Resource Person	Rapporteur
Dr. N. Nagaraja Professor DOS in Commerce University of Mysore Manasagangothri, Mysuru	Dr. Sajan Mathew Professor Dept. of Information Systems Alliance University Bengaluru	Dr. Poornima S Associate Professor & HOD, PG Centre Vidyavardhaka First Grade College, Mysuru

TECHNICAL SESSION-2

12.15 pm to 1.30 pm

Theme : " Intelligence: From Natural to Artificial and Beyond"

Chair Person	Resource Person	Rapporteur
Dr. Suresha Professor DOS in Computer Applications Manasagangothri, University of Mysore, Mysuru	Dr. Ashok Rao Former Head Network Project EDT, IISC, Bengaluru	Vidyashri M Assistant Professor Dept. of Computer Application Vidyavardhaka First Grade College Mysuru

Lunch Break 1.30pm to 2.15 pm

TECHNICAL SESSION-3

2.15 pm to 3.15 pm

Theme : "Effects of Digitalization on Humanities and Social Sciences"

Chair Person	Resource Person	Rapporteur
Dr. G.S. Premkumara Professor DOS in Economics Sri M Vishvesvaraya Post Graduate Centre, Mandya	Dr. G.N. Kempegowda Assistant Professor Dept. of Economics GFGC, Talakadu T.Narasipura (T), Mysuru (Dt.)	Aravind R Assistant Professor Dept. of English Vidyavardhaka First Grade College Mysuru

PAPER PRESENTATION

3.15 pm to 5.00 pm

Chair Person	Co-Chairperson
Dr. K. Nagendra Babu Professor DOS in Commerce, University of Mysore Manasagangothri, Mysuru	Dr. S. Ashwini Assistant Professor Government First Grade College, Talakadu, T.Narasipura (T), Mysuru (Dt.)

Organising Committee

Conference Secretary
Prof. N. Geetha
Dept. of Commerce & Management

Conference Convener
Prof. R. Siddaraju
Dept. of Economics



ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಮೈಸೂರು

VIDYAVARDHAKA FIRST GRADE COLLEGE

(Affiliated to University of Mysore, Approved by Govt. of Karnataka and Accredited by NAAC with 'B' Grade)

Sheshadri Iyer Road, Mysuru - 570 001

Dr. S. MariGowda, M.Com., Ph.D.,
Principal
E-mail: mari_marigowda@yahoo.com

Off : 0821-2422385, 2421619
Email: vfgc@yahoo.co.in
website: www.vfgc.in

No. VFGC:

Date: 15/6/2023

In favour of Publication

ONE DAY NATIONAL LEVEL CONFERENCE ON "TECHNOLOGICAL TRANSFORMATION IN HIGHER EDUCATION: PERSPECTIVES AND CHALLENGES" ON 17th JUNE 2023

Vidyavardhaka First Grade College and IQAC jointly organizing one day National Level Conference on, "Technological Transformation In Higher Education: Perspectives and Challenges" on 17-06-2023. The conference is being held to provide a platform to the Educational Institutions, Professionals, Academicians, Research Scholars and Students to discuss on the Perspectives and Challenges in Higher Education.

The world has realized that the economic success of the state's is directly determined by their education system and it is a nation's strength. The world today is characterized by rapidly changing economics as well as societal and environmental challenges that have direct impact on higher education. This unprecedented transformation is due to new modes of work, technological developments, demographic trends, mass consumption as well as increasing mobility and migration. The digital revolution- includes the emergence of artificial intelligence, the rise of web-based education, training and big data developments are disrupting the way of life. Hence implementation of N.E.P in Higher education plays a major role on revolutionary digitalization by giving an opportunity to study the electives across the faculties. In this juncture to discuss the digital and technological importance and their impact on teachers and learners, the college is organizing a National Level Multidisciplinary Conference.

The present conference is to analyse the issues and challenges in Higher Education and to discuss the objectives of importance of education and technology, Perspective and Income Transformation, Revolutionary changes due to technological interruption .Effectiveness of implementation of technological tool and to know the recent changes in technology.

The inauguration will be held on 17th June 2023 at 9.30 am by Smt. Shylaja, KAS, Registrar, University of Mysore, Mysuru, Dr. Sajan Mathew will be the keynote speaker, Sri Gundappa Gowda, Hon. President, VV Sangha (R), Mysuru will be presided. Er.P.Vishwanath Hon. Secretary, VV Sangha (R), Mysuru, Sri Srishailaramannavar, Hon.Treasurer, VV Sangha (R), Mysuru, and Sri. T.Nagaraju Chairman, CMC, VFGC, Mysuru, will be the chief guest and Dr. S.MariGowda, Principal, VVFGC, Mysuru will accompanied the dignitaries on the dais.

Continued...

Followed by the inauguration three technical sessions and a paper presentation session are arranged. The first technical session will be on the theme "The Integration of Technology in Commerce and Management Education", between 11.00AM and 12.15 PM. Dr. N.Nagaraja, Professor, DOS in Commerce, University of Mysore, Mysuru is the chairperson and Dr.Sajan Mathew, Professor, Department of Information Systems, Alliance University, Bengaluru is the Resource Person. Dr.S.Poornima, Associate Professor and HOD, PG Centre, VVFGC, Mysuru will be the Rapporteur.

The second technical session will be between 12.15PM and 1.30PM on the theme "Intelligence: from natural to Artificial and beyond. Dr. Suresha Professor, DOS in Computer Applications, University of Mysore, Mysuru is the chair person and Dr. Ashok Rao, Former, Head Network Project EDT, IISC Bengaluru is the Resource Person. Smt.Vidyashree.M, Asst. Professor, Dept. of Computer Science, VVFGC, Mysuru will be the Rapporteur.

The third technical session will be between 2.15PM and 3.15PM on the theme "Effects of Digitalization on Humanities and Social Sciences" Dr. G.S. Premakumara, Professor, DOS in Economics, Sir M. Vishvesvaraya , Post Graduate Centre, Mandya is the chairperson and Dr. G.N.Kempegowda, Assistant Professor, Department of Economics, Government First Grade College, Talakadu, Mysuru District is the resource person. Sri.Aravind.R, Asst. Professor, Dept. of English, VVFGC, Mysuru will be the Rapporteur.

Paper presentation will be followed from 3.15 pm onwards. Dr.K.Nagendra Babu, Professor, DOS in Commerce, University of Mysore, Mysuru is the chairperson and Dr. S.Ashwini, Assistant Professor, Department of Commerce, Government First Grade College, Talakadu, Mysuru District is the Co-Chairperson. In the conference nearly 300 delegates are expected to participate.


PRINCIPAL
Vidyayardhaka First Grade College
MYSORE-570 001



VIDYAVARDHAKA SANGHA (R), Mysuru



VIDYAVARDHAKA FIRST GRADE COLLEGE

Sheshadri Iyer Road, Mysuru-570001

PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE

in association with

VIDYAVARDHAKA RESEARCH FOUNDATION

&

IQAC

organise

ONE DAY STATE LEVEL CONFERENCE

ON

**“BUSINESS EDUCATION RESEARCH :
ISSUES & CHALLENGES”**

On 11th December 2021

**Venue: Sri. P.M. Chikkaboraiah Hall
Vidyavardhaka First Grade College
Mysuru**

ABOUT THE INSTITUTION

Vidyavardhaka Sangha (R) Mysuru was established by great visionaries and philanthropists namely Late Sri Sahukhar Chennaiah & Late Sri K Puttaswamy (former minister of Karnataka), to impart unparalleled education to all sections of society. The Vision of Vidyavardhaka Sangha is to provide excellent education to the people of all caste, creed and religion. Vidyavardhaka Sangha located in the heart of the city of Mysore stands as a synonym for quality education. There are ten educational institutions starting from Nursery to Engineering colleges under the aegis of Vidyavardhaka Sangha. At present, Vidyavardhaka Sangha is under the able guidance and leadership of Sri Gundappa Gowda, President and Sri P. Vishwanath, Hon. Secretary.

VIDYAVARDHAKA FIRST GRADE COLLEGE

Starting from one Commerce teacher with 37 students in 1978 it has now grown in to a huge and reputed institution offering B.Com, B.B.M, and B.A courses with more than 1000 students and 50 faculty members. The College is accredited with NAAC 'B' Grade in the year 2018. The college is regularly bagging number of distinctions in all the courses. The college is affiliated to University of Mysore and is also covered under Sec 12(B) & Sec 2(F) of UGC & is recognized by the Government of Karnataka.

PG CENTRE, DEPARTMENT OF STUDIES IN COMMERCE

Vidyavardhaka First Grade College Post Graduate Centre, housed in Vidyavardhaka First Grade college campus, was started in the year 2011 with M.Com course and is affiliated to the University of Mysore. The Department has highly qualified and committed teaching faculty who are actively engaged in research activities. The academic progress of the department is in par with excellence since it has to its credit of obtaining Ranks, Gold Medals and Cash prizes continuously from the very inception of the course. The Department also provides campus placement opportunities to its students.

The Department is attached to Vidyavardhaka Research Foundation which is the only recognized Research Centre of the affiliated Colleges of the University of Mysore. The Research centre is facilitating research work leading to Ph.D. degrees in Commerce and Management.

VIDYAVARDHAKA RESEARCH FOUNDATION

VIDYAVARDHAKA Research Foundation was established in April 2012 and recognized by the University of Mysore in April 2013 and housed in Vidyavardhaka First Grade College campus. The Director of the Research Centre is also the Principal of First Grade College. The Research Centre has been established for giving scope for conducting or pursuing research particularly in the field of Commerce and Management. Currently 19 candidates are pursuing research in Commerce and 7 in Management. The VVRF is the first Research Centre under Mysore University to have four Research Guides in Mysore University Jurisdiction.

ABOUT MYSURU

Mysuru is the second largest city of Karnataka. It is known the world over for its exotic sandalwood and rich silks. Its grand and imposing palaces, majestic temples, gardens leave an ever-lasting impression on the visitor. Situated 770m above sea level, Mysuru has a warm and cool climate throughout the year. Mysuru is also bestowed with the 6th oldest university in India by name University of Mysore which is also the oldest in the state of Karnataka. The Mysuru city is also recognized as Heritage City by the Government of India because of its Heritage culture, Heritage Buildings and important tourist destinations like Mysore Palace, Sri Chamarajendra Zoological Gardens, KRS dam, Chamundi Hills, Ranganathithu Birds Sanctuary, etc.

HOW TO REACH

The Vidyavardhaka First Grade College, Post Graduate Centre is situated in the heart of the Mysuru city, next to Railway Station and very near to the private bus stand, and also one kilometer away from City Bus stand and suburban Bus stand.

ABOUT THE CONFERENCE

Research in Business Education plays the role of a catalyst as it helps business thrive in markets by capturing all the available opportunities. It also assists to frame strategies and make right decisions to gain edge above competition. Pursuing a meaningful research study is both a rewarding and challenging experience as it proves a viable opportunity to dig deep inside the topic of interest and gain in-depth knowledge and information. It is a fact that business educational research results in the overall advancement and empowering budding researchers. It helps in initiating action plans, making good decisions, minimizing risks and adverse consequences and bringing consistency in the business world. The information and knowledge thus gained boost new understandings so that research scholars, academicians, professionals and students benefit from it. The aim of the conference is to throw light and also deliberate on the latest trends and factors in the global external environment influencing the development and management of business education research. In this background, the conference is an effort by Post Graduation Department of Commerce, VVFGC, to enrich the knowledge on research in business education. The conference is expected to cover the various aspects related to relevance of Business Education Research focusing on concepts viz., 'The intertwine process of Business and Research', 'Role of Universities in fostering sustainable development through research' and 'How to Publish with High Indexed Journals'. The Department has taken this initiative to propagate and conduct the Business Education Research Conference extensively to help the budding researchers, academicians and professionals.

OBJECTIVES OF THE CONFERENCE

- To enable the participants to understand the intertwine process of Business Education Research
- To make the participants aware about role of Universities in fostering sustainable development through research.
- To apprehend how to publish with high indexed journal

TECHNICAL SESSIONS:

- Technical Session I** : “The Intertwine process of Business and Research”
- Technical Session II** : “Role of Universities in fostering sustainable development through research”
- Technical Session III** : “How to Publish with High Indexed Journals”
- Target Group** : Academicians, Professionals, Students, and General Public.

REGISTRATION FEES (Without accommodation)

Category of Participation	Registration Fee* (in Rupees)
Professionals / Academicians	300/-
Research Scholars	200/-
Students	150/-

« It includes Conference kit, lunch, tea / coffee along with Conference Certificate.

NOTE : Delegates are required to make accommodation arrangements on their own.

PAYMENT PROCEDURE:

- Option I** : Payment may be made in the form of DD/Cheque drawn in favor of “Secretary, Seminar 2020, Vidyavardhaka First Grade College, PG Centre” payable at Mysuru.
- Option II** : National Electronic Fund Transfer (NEFT) at the following account numbers:

Account Name : M/S VIDYAVARDHAKA FGC CONFERENCE
Account Number : SB A/C 74220100002948
Bank : Bank of Baroda
Branch : Sayaji Rao Road Branch, Mysuru
IFSC Code : BARB0VJSAYY

Submit duly-filled Registration Form along with the payment details.
Registration Link <https://forms.gle/2UzqgULaVRzGog6x6>

ORGANISING COMMITTEE

Chief Patrons

Sri. Gundappa Gowda
Hon. President, VV Sangha (R), Mysuru

Sri. P.Vishwanath
Hon. Secretary, VV Sangha @, Mysuru

Sri. Shrishaila Ramannauar
Hon. Treasurer, VV Sangha @, Mysuru

Patron

Dr. S MariGowda
Principal, WFGC, Mysuru

Conference Secretary

Dr. Ashwini S
Associate Professor,
WFGC, Mysuru

HOD, PG Department of Commerce
WFGC, Mysuru

Mob: +91 7019892193
e-mail: dr.ashwini@uvfgc.ac.in

Conference Convener

Dr. Rajeshwari GM
Associate Professor,
PG Department of Commerce
WFGC, Mysuru

Mob: +91 9972577009
email: dr.rajeshwari@uvfgc.ac.in

Members

Smt. Poornima S

Assistant Professor,
Mob: +91 9901293396

email: poornimas@uvfgc.ac.in

Sri. Prashanth Kumar G

Assistant Professor,
Mob: +91 9900645644

email: prashthkumar@uvfgc.ac.in



VIDYAVARDHAKA SANGHA (R)

VIDYAVARDHAKA FIRST GRADE COLLEGE

PG Centre, Department of Studies in Commerce

Sheshadri Iyer Road, Mysuru, Karnataka-570001

P: 0821-2420284, 2420224 | M : uvpgcmcom@yahooin | W: website uvfgc.in.





ವಿದ್ಯಾವರ್ಧಕ ಸಂಘ (೨), ಮೈಸೂರು

ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಮೈಸೂರು - 570 001

VIDYAVARDHAKA FIRST GRADE COLLEGE

(Affiliated to University of Mysore, Approved by Govt of Karnataka and Accredited by NAAC)

Sheshadri Iyer Road, Mysuru - 570 001

Off : 0821-2420284

0821-2421619

E-mail : vvgc@gmail.com@yahoo.in

website : www.vfgc.in

Principal

PG. CENTRE

S. Mari Gowda, M.Com., Ph.D.,
Principal
Mail : mari_marigowda@yahoo.com

VVPGC/

Date: 11/12-2022

For Favor of Publication

“ Every Innovation should be practical oriented” – P.S. Ranganatha Swaroop

Addressing the Researchers, Scholars, Students and other delegates in the One Day State Level Conference on "BUSINESS EDUCATION RESEARCH" organized by Vidyavardhaka First Grade College, P.G. Centre, in association with Vidyavardhaka Research Foundation and IQAC, the Chief Guest of the program Sri P.S. Ranganatha Swaroop said "whatever the innovations we take on, it should be practically oriented" and research should come out with analytical solutions for solving the problems. Initially he spoke about his company which is involved in Building Management Solutions, viz., electronic security system, fire alarms etc., and he concluded saying that human relationship is very important for all of us.

Dr. S. Mari Gowda, Principal of the college spoke about the topic of the conference and gave an insight to the subject matter.

Sri Gundappa Gowda, Hon. President, Vidyavardhaka Sangha ® in his Presidential address spoke about the inception of the college and he stressed about the need of the research work to be under taken by every faculty which will help the nation and the student community to build their future.

Prof. A. Balasubramanian, Dept. of Studies in Earth Science, Centre for Advance Studies, University of Mysore, who is also a pioneer in establishing Public Key Information Model shared his rich Research experience. He emphasized that research has become a part and parcel of every one's life. He further stated the importance of GPS in current era and humorously quoted "it can even track the love"

Sri Shrishaila Ramannavar, Hon. Treasurer, Vidyavardhaka Sangha ® Mysuru, was present on the occasion.

The programme started with an invocation by Shreyas Kumar and Pooja Chandrashekar of MCom final year. Dr. Ashwini S. HOD, PG Centre welcomed and introduced the Chief guests. The function concluded with vote of thanks by Prof. S. Poornima. Asst. Professor, Dr. Rajeshwari, G M, Associate Professor compered the programme. Prof. Prashanth Kumar G, Asst. Professor, final year students of the PG Centre, participants from various colleges, Research scholars and students were also present on this occasion.

(Dr. S. Mari Gowda)

PRINCIPAL

P.G. Centre

Vidyavardhaka First Grade College

MYSORE-570 001

ಶುಕ್ರವಾರ - 12/11/2021

ಆವಿಷ್ಕಾರ ಪ್ರಾಯೋಗಿಕ ಆಧಾರಿತವಾಗಿರಲಿ

ಸೇಫ್ ಸಿಟಿ ಸೆಕ್ಯೂರಿಟಿ ಸಿಸ್ಟಮ್ಸ್ ಸಂಸ್ಥಾಪಕ ಪಿ.ಎಸ್. ರಂಗನಾಥ್ ಸ್ವರೂಪ್ ಸಲಹೆ

• ಕನ್ನಡಪ್ರಭ ವಾರ್ತೆ ಮೈಸೂರು
ನಾವು ಯಾವುದೇ ಆವಿಷ್ಕಾರಗಳನ್ನು ಮಾಡಿದರು ಅದು ಪ್ರಾಯೋಗಿಕ ಆಧಾರಿತವಾಗಿರಬೇಕು ಎಂದು ಸೇಫ್ ಸಿಟಿ ಸೆಕ್ಯೂರಿಟಿ ಸಿಸ್ಟಮ್ಸ್ ಸಂಸ್ಥಾಪಕ ಮತ್ತು ವ್ಯವಸ್ಥಾಪಕ ಪಾಲುದಾರ ಪಿ. ಎಸ್. ರಂಗನಾಥ್ ಸ್ವರೂಪ್ ತಿಳಿಸಿದರು.



ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಸ್ನಾತಕೋತ್ತರ ಕೇಂದ್ರ ಹಾಗೂ ವಿದ್ಯಾವರ್ಧಕ ಸಂಶೋಧನ ಪ್ರತಿಷ್ಠಾನದ ಸಹಯೋಗದೊಂದಿಗೆ ಶನಿವಾರ ಆಯೋಜಿಸಿದ್ದ 'ಬಿಸಿನೆಸ್ ಎಜುಕೇಶನ್ ರಿಸರ್ಚ್- ಇಷ್ಯೂಸ್ ಅಂಡ್ ಚಾಲೆಂಜಿಸ್' ಎಂಬ ಒಂದು ದಿನದ ರಾಜ್ಯ ಮಟ್ಟದ ಸಮ್ಮೇಳನದಲ್ಲಿ ಮಾತನಾಡಿದ ಅವರು, ಸಂಶೋಧನೆಯು ಸಮಸ್ಯೆಗಳನ್ನು ಪರಿಹರಿಸಲು ವಿಶ್ಲೇಷಣಾತ್ಮಕ ಪರಿಹಾರಗಳೊಂದಿಗೆ ಹೊರಬರಬೇಕು ಎಂದು ಹೇಳಿದರು.

ವಿದ್ಯಾವರ್ಧಕ ಸಂಘದ ಗೌರವ ಅಧ್ಯಕ್ಷ ಗುಂಡಪ್ಪಗೌಡ ಅಧ್ಯಕ್ಷೆ ವಹಿಸಿ ಮಾತನಾಡಿ, ರಾಷ್ಟ್ರ ಮತ್ತು ವಿದ್ಯಾರ್ಥಿ

ಸಮುದಾಯವು ಅವರ ಭವಿಷ್ಯವನ್ನು ನಿರ್ಮಿಸಲು ಸಹಾಯ ಮಾಡುವ ಸಂಶೋಧನಾ ಕಾರ್ಯವನ್ನು ಪ್ರತಿ ಅಧ್ಯಾಪಕರು ಕೈಗೊಳ್ಳಬೇಕಾದ ಅಗತ್ಯವನ್ನು ಒತ್ತಿ ಹೇಳಿದರು.

ಮೈಸೂರು ವಿವಿ ಅಡ್ವಾನ್ಸ್ ಸ್ಟಡೀಸ್ ಕೇಂದ್ರದ ಭೂ ವಿಜ್ಞಾನ ಅಧ್ಯಯನ ವಿಭಾಗದ ಪ್ರೊ.ಎ. ಬಾಲಸುಬ್ರ ಮಣಿಯನ್ ಮಾತನಾಡಿ, ಸಾರ್ವಜನಿಕ ಪ್ರಮುಖ ಮಾಹಿತಿ ಮಾದರಿಯನ್ನು ಸ್ವಾಧೀನದಲ್ಲಿ ಪ್ರವರ್ತಕರಾಗಿದ್ದಾರೆ. ಸಂಶೋಧನೆಯು ಪ್ರತಿಯೊಬ್ಬರ ಜೀವ

ನದ ಒಂದು ಭಾಗವಾಗಿದೆ ಹಾಗೂ ಪ್ರಸ್ತುತ ಯುಗದಲ್ಲಿ ಜಿಪಿಎಸ್ ಪ್ರಾಮುಖ್ಯತೆಯನ್ನು ತಿಳಿಸಿದರು.

ವಿದ್ಯಾವರ್ಧಕ ಸಂಘದ ಖಜಾಂಚಿ ಶ್ರೀಶೈಲ ರಾಮಣ್ಣನವರ್, ಕಾಲೇಜಿನ ಪ್ರಾಂಶುಪಾಲರಾದ ಡಾ.ಎಸ್.ಮರೀಗೌಡ, ಪಿಜಿ ಕೇಂದ್ರದ ಮುಖ್ಯಸ್ಥೆ ಡಾ.ಎಸ್. ಅಶ್ವಿನಿ ಇದ್ದರು. ಶ್ರೀಯುಕ್ತ ಕುಮಾರ್, ಪೂಜಾ ಚಂದ್ರಶೇಖರ್ ಪ್ರಾರ್ಥಿಸಿದರು. ಎಸ್. ಪೂರ್ಣಿಮಾ ವಂದಿಸಿದರು. ಡಾ.ಜಿ.ಎಂ. ರಾಜೇಶ್ವರಿ ನಿರೂಪಿಸಿದರು.

ವಿದ್ಯಾವರ್ಧಕ ಕಾಲೇಜಿನಲ್ಲಿ ಬಿಸಿನೆಸ್ ಎಜುಕೇಶನ್ ರಿಸರ್ಚ್ ಇಷ್ಯೂಸ್ ಅಂಡ್ ಚಾಲೆಂಜಿಸ್ ಕುರಿತು ಸಮ್ಮೇಳನ



ಮೈಸೂರು, ಡಿ. 11- ಮೈಸೂರಿನ ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಸ್ನಾತಕೋತ್ತರ ಕೇಂದ್ರ ಹಾಗೂ ವಿದ್ಯಾವರ್ಧಕ ಸಂಶೋಧನಾ ಪ್ರತಿಷ್ಠಾನದ ಸಹಯೋಗದೊಂದಿಗೆ ಬಿಸಿನೆಸ್ ಎಜುಕೇಶನ್ ರಿಸರ್ಚ್ ಇಷ್ಯೂಸ್ ಅಂಡ್ ಚಾಲೆಂಜಿಸ್ ಕುರಿತು ಒಂದು ದಿನದ ರಾಜ್ಯ ಮಟ್ಟದ ಸಮ್ಮೇಳನದಲ್ಲಿ ನಡೆಯಿತು.

ಸಮ್ಮೇಳನದಲ್ಲಿ ಐ.ಎಸ್.ರಂಗನಾಥ್ ಸ್ವರೂಪ್ ಮಾತನಾಡಿ, ನಾವು ಯಾವುದೇ ಆವಿಷ್ಕಾರಗಳನ್ನು ಮಾಡಿದರೂ ಅದು ಪ್ರಾಯೋಗಿಕ ಆಧಾರಿತವಾಗಿರಬೇಕು ಮತ್ತು ಸಂಶೋಧನೆಯು ಸಮಸ್ಯೆಗಳನ್ನು ಪರಿಹರಿಸಲು ವಿಶ್ಲೇಷಣಾತ್ಮಕ ಪರಿಹಾರಗಳೊಂದಿಗೆ ಹೊರಬರಬೇಕು ಎಂದು ಹೇಳಿದರು.

ಕಾಲೇಜು ಪ್ರಾಂಶುಪಾಲ ಡಾ. ಎಸ್.ಮರೀಗೌಡ ಅವರು ಸಮ್ಮೇಳನದ ವಿಷಯ ಮತ್ತು ವಿಷಯದ ಒಳನೋಟ ಕುರಿತು ಮಾತನಾಡಿದರು. ವಿದ್ಯಾವರ್ಧಕ ಸಂಘದ ಗೌರವ ಅಧ್ಯಕ್ಷ ಗುಂಡಪ್ಪಗೌಡ ಅವರು ತಮ್ಮ ಅಧ್ಯಕ್ಷೀಯ ಭಾಷಣದಲ್ಲಿ ಕಾಲೇಜಿನ ಪ್ರಾರಂಭದ ಬಗ್ಗೆ ಮಾತನಾಡಿದರು ಮತ್ತು ರಾಷ್ಟ್ರ ಮತ್ತು ವಿದ್ಯಾರ್ಥಿ ಸಮುದಾಯವು ಅವರ ಭವಿಷ್ಯವನ್ನು ನಿರ್ಮಿಸಲು ಸಹಾಯ ಮಾಡುವ ಸಂಶೋಧನಾ ಕಾರ್ಯವನ್ನು ಪ್ರತಿ ಅಧ್ಯಾಪಕರು ಕೈಗೊಳ್ಳಬೇಕಾದ ಅಗತ್ಯವನ್ನು ಒತ್ತಿ ಹೇಳಿದರು.

ವಿದ್ಯಾವರ್ಧಕ ಸಂಘದ ಗೌರವ ಖಜಾಂಚಿ ಶ್ರೀಶೈಲ ರಾಮಣ್ಣನವರ್, ಪಿ.ಜಿ. ಕೇಂದ್ರದ ಮುಖ್ಯಸ್ಥರಾದ ಡಾ. ಅಶ್ವಿನಿ.ಎಸ್ ಸಮಾರಂಭದಲ್ಲಿ ಉಪಸ್ಥಿತರಿದ್ದರು.

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಅಡ್ವಾನ್ಸ್ ಸ್ಟಡೀಸ್ ಕೇಂದ್ರದ ಭೂ ವಿಜ್ಞಾನ ಅಧ್ಯಯನ ವಿಭಾಗದ ಪ್ರೊ.ಎ.ಬಾಲಸುಬ್ರ ಮಣಿಯನ್ ಅವರು ತಮ್ಮ ಸಂಶೋಧನಾ ಅನುಭವವನ್ನು ಹಂಚಿಕೊಂಡರು ಮತ್ತು ಸಾರ್ವಜನಿಕ ಪ್ರಮುಖ ಮಾಹಿತಿ ಮಾದರಿಯನ್ನು ಸ್ವಾಧೀನದಲ್ಲಿ ಪ್ರವರ್ತಕರಾಗಿದ್ದಾರೆ ಎಂದು ನುಡಿದ ಅವರು ಸಂಶೋಧನೆಯು ಪ್ರತಿಯೊಬ್ಬರ ಜೀವನದ ಒಂದು ಭಾಗವಾಗಿದೆ ಹಾಗೂ ಪ್ರಸ್ತುತ ಯುಗದಲ್ಲಿ ಜಿ.ಪಿ.ಎಸ್ ಪ್ರಾಮುಖ್ಯತೆ ಯನ್ನು ತಿಳಿಸಿದ ಅವರು ಹಾಸ್ಯಮಯವಾಗಿ ಉಲ್ಲೇಖಿಸಿದರು. ಪ್ರಾರಂಭದಲ್ಲಿ ಶ್ರೀಯುಕ್ತ ಕುಮಾರ್, ಕು.ಪೂಜಾ ಚಂದ್ರಶೇಖರ್ ಪ್ರಾರ್ಥಿಸಿದರು, ಹಾಗೂ ಪಿ.ಜಿ. ಸೆಂಟರ್‌ನ ಮುಖ್ಯಸ್ಥ ಡಾ.ಅಶ್ವಿನಿ. ಎಸ್ ಸ್ವಾಗತಿಸಿ ಪರಿಚಯಿಸಿದರು. ಪ್ರೊ. ಎಸ್. ಪೂರ್ಣಿಮಾ ವಂದನಾರ್ಪಣೆ ಮಾಡಿದರು.

ಮೈಸೂರು ವಿಶ್ವ - 11/12/21

Vidyavardhaka Sangha (R), Mysuru

VIDYAVARDHAKA FIRST GRADE COLLEGE,
PG Centre, DOS in Commerce, Mysuru

In Association with IQAC & Placement Cell
Organizing

NATIONAL WEBINAR

ON

"CRAFTING ENTREPRENEURSHIP DEVELOPMENT : WHY AND HOW?"



RESOURCE PERSON

Sri. Jeet Kumar
CEO and Co-founder
InTimeTec Vision Soft LLC,
Boise, Idaho Area, USA

Sri. Jeet Kumar is the Co-Founder and CEO of Intime TecVision Soft, LLC, USA. He has completed his education in Electronics & Communication Engineering in Malviya National Institute of Technology, Jaipur. He has put in more than 25 years of experience in the IT and Software Solution Industry. His passion for people and technology has resulted in Industry impacting Innovations, including 12 Co-inventor patents by the US Patents and Trade Mark Office. Under Jeet's leadership In time Tec Vision Soft has grown from basement office to 800 employees in five offices worldwide. In time Tec, a global Software Solution Company has received many awards which includes Inc 5000's Fastest Growing Companies, Idaho's Best Places to Work, HP Innovation Award, and CEO of Influence.

Registration Link : <https://forms.gle/P7VHFej9Bkh1aNPx5>

****Meeting Link will be provided after the registration, e-Certificate will be issued after the feedback submission***

ABOUT THE WEBINAR

Entrepreneurship has emerged over the last two decades as arguably the most potent economic force the world has ever experienced. With that expansion has come a similar increase in the field of entrepreneurship education. The recent growth and development in the curricula and programs devoted to entrepreneurship and new-venture creation have been remarkable. Entrepreneurship is an act of starting a new undertaking assuming all the associated risks and responsibilities. It goes beyond just the creation of a new venture to include all the activities necessary to be undertaken to ensure its continuous survival. In the recent times it has become an ultimate tool to tackle almost all the economic problems. The role of entrepreneurship in boosting creativity, economic growth, employment, individual recognition and thereby ensuring economic sustenance has made it a pivotal and much entrusted solution in the hands of strategists to achieve desired results. Entrepreneurship through its dramatic qualities has come to be one such solution. Entrepreneurship is seen as fostering economic development through employment and wealth creation. Young entrepreneurs by starting their creative independent ventures, not only create opportunities for themselves but also create for others looking to break out of the traditional working system. In this background, the PG Department of Commerce is making an attempt to address the insights of crafting Entrepreneurship Development in current arena by deliberating Webinar titled **“CRAFTING ENTERPRENEURSHIP DEVELOPMENT : WHY AND HOW?”** Students, Research Scholars, Teaching fraternity or anyone who are willing to adapt and grow with the change, implement creative thinking, who are looking to come out with their hidden skills and competencies and be driven to succeed can participate and take the insights of the webinar.

CHIEF PATRONS

Sri. Gundappa Gowda
Hon. President,
V.V. Sangha (R), Mysuru

Er. P. Vishwanath
Hon. Secretary,
V.V. Sangha (R), Mysuru

PATRON

Dr. S. Mari Gowda
Academic Director

Dr. Ashwini S
Webinar Coordinator

Prof. Manjula B M
Principal

Date: 18th Septemeber, 2020

Time: 10.00 – 11.00 am

Vidyavardhaka First Grade College, PG Centre,
DOS in Commerce, Mysuru

Webinar Details

Date	Topic	Resource Person	Coordinator
30th June, 2020	"IFRS CONVERGENCE IN INDIA" (IND-AS)	Dr.S.MariGowda, M.Com.,Ph.D. Director and Professor of Commerce, VVRF, Mysuru Academic Director, VVFGC, Mysuru	Dr Ashwini S
18 th September, 2020	"CRAFTING ENTERPRENEURSHIP DEVELOPMENT: WHY AND HOW?"	Sri. Jeet Kumar, CEO and Co-founder InTimeTec Vision Soft Pvt Ltd., Boise, Idaho Area, USA	Dr. Ashwini S & Dr. Rajeshwari G M
3 th October, 2020	"DATA ANALYTICS AND ITS APPLICATIONS IN ACCOUNTING AND FINANCE"	Dr. Basanna Patagundi, Professor and Head, Department of MBA, Cambridge Institute of Technology (CiTech), Bengaluru.	Smt. Poornima. S



**NATIONAL LEVEL WEBINAR
ON
INTELLECTUAL PROPERTY RIGHTS:
AN INDICATION AND INSINUATION IN PHARMACEUTICAL
PRODUCTIVENESS.**

Date: 11th November 2020 at 3.00 pm – 4.30 pm

Vidyavardhaka First Grade College and IQAC wing is organizing a webinar on “**AN INDICATION AND INSINUATION IN PHARMACEUTICAL PRODUCTIVENESS**”. The Webinar is free for the community, kindly click the given link for registration --> <https://forms.gle/JmyKvBZCobMcG5Xg>

ABOUT THE WEBINAR:

Intellectual property rights (IPR) have been defined as thoughts, inventions, and creative expressions based on which there is a community inclination to give the status of property. IPR provide certain exclusive rights to the inventors or creators of that property, in order to enable them to gain commercial benefits from their creative efforts. There are several types of intellectual property protection like patent, copyright, trademark, etc., patent is recognition for an invention, which satisfies the criteria of global innovation, non-obviousness, and industrial application. IPR is prerequisite for better identification, planning, commercialization, rendering, and thereby protection of invention or creativity. Each industry should evolve its own IPR policies, management style, strategies, and so on depending on its area of specialty. Pharmaceutical industry currently has an evolving IPR strategy requiring a better focus and approach in the coming area. IPR is a strong instrument, to protect funds, time, money, effort invested by the inventor/creator of an IP, since it grants the inventor/creator an exclusive right for a certain period of time for use of his invention/creation. Thus IPR, in this way aids the economic development of a country by promoting healthy competition and encouraging industrial development and economic growth

Target Group: Academicians, Research Scholars, Students

**Google Meet link will be sent to registered mail id after the registration ande-certificate of participation will be issued after the feedback submission*

VIDYAVARDHAKA SANGHA (R)

VIDYAVARDHAKA FIRST GRADE COLLEGE,

DEPARTMENT OF COMMERCE & MANAGEMENT & IQAC WING

SHESHADRI TYER ROAD, MYSURU



**NATIONAL LEVEL WEBINAR
ON**

**INTELLECTUAL PROPERTY RIGHTS:
AN INDICATION AND INSINUATION IN PHARMACEUTICAL
PRODUCTIVENESS.**

Resource Person



Dr. Bore Gowda S.B
Assistant Professor
Vidyavardhaka Law College
Mysuru

Educational Qualification:

LL.B. in SBRR Mahajana Law College, Mysuru
LL.M. in Department of Studies in Law, University of Mysore
M.Phil in Global Open University, Nagaland
Ph.D. in Department of Studies in Law, University of Mysore

Academic Experience:

From 2005 to 2006 working as an Assistant Professor in KNN Law College, Malavalli.
From 2006 to 2012 working as an Assistant Professor in Seshadripuram Law College, Bengaluru.
From 14-11-2012 to till today working as an assistant professor in Vidyavardhaka Law College, Mysuru.

**ORGANISING COMMITTEE
CHIEF PATRONS**

Sri. Gundappa Gowda
Hon. President,
V.V. Sangha (R), Mysuru

Er. P. Vishwanath
Hon. Secretary,
V.V. Sangha (R), Mysuru

Sri. Shrishaila Ramannavar
Hon. Treasurer,
V.V. Sangha (R), Mysuru

PATRON

Dr. S. Mari Gowda
Director, VVRF,
Academic Director, VVFGC

Prof. Manjula B.M
Principal, VVFGC

Prof. Rukmini S C
HOD, Dept. of Commerce &
Mgmt, VVFGC

Prof. Geetha N
Webinar Coordinator

Timestamp	Email address	Name	Designation	Name of the Institution / U District of the Institution / L State of the Institution / U Mobile Number	
11-6-2020 10:53:45	shilatapaswini8@gmail.com	Shilatapaswini K A	Assistant Professor	Vidyavardhaka First Grade Mysuru	Karnataka 9108400914
11-6-2020 10:53:56	vatsalabk95@gmail.com	Vatsala B K	Assistant Professor	Vidyavardhaka First Grade Mysore	Karnataka 9380124835
11-6-2020 10:55:47	sowmyachandankumar01@gmail.com	Sowmya M	Assistant Professor	Vidyavardhaka first grade mysore	Karnataka 7760751068
11-6-2020 10:55:59	kumudadr@gmail.com	Kumuda D R	Assistant Professor	Vidyavardhaka first grade Mysore	Karnataka 8095194668
11-6-2020 10:56:42	rafiao.ves@gmail.com	SHAIK ABDUL RAFI	Research Scholar	YOGI VEMANA UNIVERS KADAPA	ANDHRA PRADESH 09966787805
11-6-2020 10:57:07	bsunil2656@gmail.com	Dr. SUNIL. B	Assistant Professor	VISION DEGREE COLLE Bengaluru	Karnataka 9986862050
11-6-2020 10:58:23	madhani7aniha@gmail.com	Madhan Kumar	Assistant Professor	KLE Society Evening Degr Bangalore	Bangalore University 9036340208
11-6-2020 11:00:02	meeranagaraju07@gmail.com	Meera H N	Assistant Professor	Vidyavardhaka First Grade Mysuru	Karnataka 9945062585
11-6-2020 11:00:09	pallu22.mys@gmail.com	PALLAVI D	Assistant Professor	Vidyavardhaka first grade Mysuru	Karnataka 8105529620
11-6-2020 11:00:51	vidya25992@gmail.com	VIDYA R	Assistant Professor	VIDYAVARDHAKA FIRST MYSURU	KARNATAKA 9035069799
11-6-2020 11:02:21	smithab037@gmail.com	Smitha.B	Assistant Professor	Vidyavardhaka first grade Mysuru	Karnataka 8217710316
11-6-2020 11:04:22	girish.gj11@gmail.com	Girish J	Assistant Professor	Sri K Puttaswamy First Gr Mysuru	Karnataka 9008897211
11-6-2020 11:04:29	ramesh.may1981@gmail.com	RAMESH D	Associate Professor	Soundarya Institute of Mar Bangalore	Bangalore University 9886535310
11-6-2020 11:05:29	deepamarjuna@gmail.com	Deepa M	Assistant Professor	Vidyavardhaka First Grade Mysuru	Karnataka 9538525151
11-6-2020 11:07:26	rajarajeshwari2013@gmail.com	RAJESHWARIM	Assistant Professor	JSS COLLEGE FOR WOM CHAMARAJANAGAR	KARNATAKA 9900630377
11-6-2020 11:09:26	vbsgm1@gmail.com	VENKATESH G M	Research Scholar	VENKATESH G M Jnanabharathi Campus Ba	Karnataka 09902312128
11-6-2020 11:09:33	izra.mohammedi@gmail.com	Mubin Taj	Assistant Professor	Vidyavardhaka First Grade Mysore	Karnataka 9066167058
11-6-2020 11:10:15	karthikmskarthik3156@gmail.com	Karthik ms	Student	Vrfgc, Mysore Mysore University	Karnataka 9902470482
11-6-2020 11:17:24	simransultana@vrfgc.ac.in	Simran sultana	Student	Vidyavardhaka first grade Mysuru	Karnataka 6363911309
11-6-2020 11:18:12	dr.neetamandaliya@gmail.com	Dr.Neeta Manharlal Mandr	Assistant Professor	Lokmanya college of comr Ahmedabad	Gujarat 9825603570
11-6-2020 11:18:32	spooml2008@gmail.com	Poomlma. S	Assistant Professor	Vidyavardhaka First Grade Mysuru	Karnataka 9901293396
11-6-2020 11:18:42	shashidhar.s07@gmail.com	SHASHIDHAR S	Assistant Professor	Vidyavardhaka First Grade Mysore	Karnataka 9738460161
11-6-2020 11:26:01	sahanahprakash123@gmail.com	SAHANA H P	Student	GFGC banavara Hassan	Karnataka 9148178417
11-6-2020 11:32:51	govardhan_2207@yahoo.co.in	P K Govardhan	Assistant Professor	Vidyavardhaka First Grade Mysore	Karnataka 9986028902
11-6-2020 11:38:53	rameshkumar008@gmail.com	Ramesh Kumar L	Associate Professor	Sree Veerendra Patil Degr Bangalore	Karnataka 9036127926
11-6-2020 11:42:43	umeshgowdaume88@gmail.com	Umesh.M	Student	Vidhyavardaka first grade Mysore	Karnataka 9687599926
11-6-2020 11:43:23	archanan10@gmail.com	Archana N	Assistant Professor	Christ College Mysuru Mysuru	Karnataka 9972515960
11-6-2020 11:50:40	sn30806@gmail.com	SINGH NEHA ABHISHEK	Assistant Professor	S.S.T COLLEGE OF ART:THANE	MAHARASHTRA 8788397231
11-6-2020 11:50:52	umahcs@gmail.com	Dr. H.S.UMA	Associate Professor	Vidya Vardhaka Sangha F Bangalore	Karnataka 9448111155
11-6-2020 11:57:23	reenafrancis624@gmail.com	REENA FRANCIS	Assistant Professor	St. Philomena's College Mysore	Karnataka 09945622094
11-6-2020 11:57:25	akshathams1999@gmail.com	Akshatha MS	Student	Vidya vardhak first grade c Mysore university	Karnataka 9036480680
11-6-2020 11:58:08	sunithakrishna13@gmail.com	Sunitha. G	Assistant Professor	MES First Grade College Mysore	Karnataka 8904275909
11-6-2020 12:02:34	shankamb1963@gmail.com	SHANKAR N B	Associate Professor	Basaveswara College of c Bangalore	Karnataka 9480590250
11-6-2020 12:03:33	agarwalnaina786@gmail.com	Naina Agarwal	Student	CSJMU, Kanpur Kanpur	U.P. 7565991984
11-6-2020 12:03:56	prakashkumar123@gmail.com	PRAKASH KUMAR HAJAJ	Research Scholar	RANCHI UNIVERSITY RA RANCHI	JHARKHAND 9709209252
11-6-2020 12:05:04	nagun0588@gmail.com	Nagendra. S	Assistant Professor	Nagendra. S Mysore/university of Mysor	Karnataka 09535340509
11-6-2020 12:10:04	Dhanasreekj@gmail.com	K. J. Dhana sree	Research Scholar	S. T. Hindu college Kanya kumari	Tamil nadu 8807626718
11-6-2020 12:12:38	Dhanasreekj@gmail.com	K. J. Dhana sree	Research Scholar	S. T. Hindu college, Nager Kanya kumari	Tamil nadu 9514976140
11-6-2020 12:17:03	swethasanihd05@gmail.com	SWETHA .BI	Assistant Professor	GFGC VARTHUR BENGALURU	KARNATAKA 9538768030
11-6-2020 12:19:30	vsyaradoni@gmail.com	VASANTAKUMAR	Student	VSK UNIVERSITY BALLA KOPPAP	KARNATAKA 9972324582
11-6-2020 12:19:37	teresianhod@gmail.com	Dr. G Parameshwari	Assistant Professor	PES COLLEGE OF SCIEI Mandya	Karnataka 9980639648
11-6-2020 12:21:05	rajannarashmi@gmail.com	RAJANNA H R Research	Research Scholar	Dept of Economics Bangalorow	Karnataka 9483836699
11-6-2020 12:21:31	rsunilkumar17@gmail.com	Sunil Kumar R	Academician	Vidyavardhaka first grade Mysuru	Karnataka 9481210007
11-6-2020 12:23:22	lakshmaiahmc@gmail.com	M C Lakshmaiah	Assistant Professor	GFGC B pet .BU+BNU Kolar	Karnataka 9036400272

11-6-2020 12:23:29 rajeshwaridsba@gmail.com
11-6-2020 12:24:11 mamatha.m@hindustancollege.in
11-6-2020 12:25:29 sathishshetty7@gmail.com
11-6-2020 12:25:32 kavukavana146@gmail.com
11-6-2020 12:25:38 kavukavana146@gmail.com
11-6-2020 12:26:23 kavukavana146@gmail.com
11-6-2020 12:27:52 dr.jajbir Singh@rediffmail.com
11-6-2020 12:31:13 vimala.aradhya77@gmail.com
11-6-2020 12:33:52 sheebaafreenmys786@gmail.com
11-6-2020 12:34:09 sheebaafreenmys786@gmail.com
11-6-2020 12:35:14 ushprabhu321@gmail.com
11-6-2020 12:44:21 krupamr554@gmail.com
11-6-2020 12:46:27 lakshithakarma35057@gmail.com
11-6-2020 12:50:57 ks.lakshimisha@gmail.com
11-6-2020 12:51:07 sowjanyaasmurthy96@gmail.com
11-6-2020 12:52:09 umeshc.1195@gmail.com
11-6-2020 12:54:55 kkavyahv@gmail.com
11-6-2020 12:55:07 kkavyahv@gmail.com
11-6-2020 12:55:29 mamtaramesh22@gmail.com
11-6-2020 13:05:07 ranju.parashara@gmail.com
11-6-2020 13:07:00 sureshsuresh43279@gmail.com
11-6-2020 13:17:53 shubhabhat28@gmail.com
11-6-2020 13:22:35 bglakshmi355@gmail.com
11-6-2020 13:43:15 chaithrashreemg@gmail.com
11-6-2020 13:44:27 anitaprapti@gmail.com
11-6-2020 13:49:36 cccpawar2006@gmail.com
11-6-2020 13:58:26 reshmabba2019@gmail.com
11-6-2020 14:05:33 bsshriharsha@gmail.com
11-6-2020 14:08:54 helenderozario165@gmail.com
11-6-2020 14:10:07 nandanmcom@yahoo.com
11-6-2020 14:13:54 lavanivas.mys@gmail.com
11-6-2020 14:23:15 shashidhar.s07@gmail.com
11-6-2020 14:24:17 malininuthamma8@gmail.com
11-6-2020 14:29:27 ssudeesh396@gmail.com
11-6-2020 14:31:41 munirajueditor@gmail.com
11-6-2020 14:39:24 rina.sony@gmail.com
11-6-2020 14:45:41 samibooshy@gmail.com
11-6-2020 14:46:27 pavithramohan937@gmail.com
11-6-2020 14:50:08 sss.sowmyaa@gmail.com
11-6-2020 14:52:30 monicamonu145@gmail.com
11-6-2020 14:53:06 aashish2842.tigatti@gmail.com
11-6-2020 14:57:46 umthejesh@gmail.com
11-6-2020 14:57:46 umthejesh@gmail.com
11-6-2020 15:00:06 shilpahms9988@gmail.com
11-6-2020 15:07:09 sowmyachandankumar01@gmail.com

Rajeshwari V Academician
Dr.Mamatha M Assistant Professor
Satish T Assistant Professor
Kavana K Student
Kavana K Student
Kavana K Student
Dr. JAJBIR SINGH Assistant Professor
Mrs.Vimala B.S Assistant Professor
Sheeba afreen Student
Sheeba afreen Student
Usha Prabhu Professor
Krupa M R Student
Lakshitha Student
Dr. LAKSHMISHA. K Academician
Sowjanya S Assistant Professor
Umesh c Research Scholar
KAVYA HV Assistant Professor
KAVYA HV Assistant Professor
Mamta Ramesh Assistant Professor
Ranjitha U Assistant Professor
SURESH.M Student
Shubha Dattatraya Bhat Student
Dr.B.G.Lakshmi Assistant Professor
CHAITHRASHREE M G Student
Dr ANITA B R Assistant Professor
Dr Ravichandra sp Assistant Professor
Reshma S Student
Dr. SHRIHARSHA BS Associate Professor
Helen de Rozario Assistant Professor
NANDAN P Assistant Professor
Lavanya S Assistant Professor
SHASHIDHAR S Assistant Professor
Ms.MALINI.B.M. Assistant Professor
SUDEESHA T N Student
Dr. MUNIRAJU S V Associate Professor
Dr. Vasanthi Reena Williar Professor
SAMANA K HOLLA Student
Pavithra Student
Sowmya HL Assistant Professor
Monica S Student
Aashish C I Assistant Professor
Thejesh U M Assistant Professor
Thejesh U M Assistant Professor
Shilpa H M Student
Sowmya M Assistant Professor

Dayananda Sagar Busines Bangalor Karnataka
Hindustan First grade colle Mysuru Karnataka
VVFGC Mysore Karnataka
Kavana K Karnataka
Kavana K Karnataka
Kavana K Karnataka
LBS MAHILA AYURVEDIC SHRI KRISHNA AYURVEI HARYANA Karnataka
KLE'S S.Nijalingappa colle Bangalore urban Karnataka
Vidyavardhaka Mysore Karnataka
Vidyavardhaka Mysore Karnataka
City college Bangalore University CityCollege
Vidyavardhaka first grade i Mysuru Karnataka
Vidya vardhaka first grade Mysore University Karnataka
Maharaja's College University of Mysore Karnataka
Nisariga college of manage ChamaraJ nagara Karnataka
Umesh c University of mysore Karnataka
BGS First Grade College Mandya Karnataka
BGS First Grade College Mandya Karnataka
M.E.S College of Arts, Cor Bangalore Karnataka
Bsv degree college CHAM Bangalore/ Bengaluru city KARNATAKA
DOS IN COMMERCE, MA UNIVERSITY OF MYSOR KARNATAKA
Vidyavardhaka first grade i Mysore university Karnataka
Surana College Bangalore Karnataka
Maharani's Science Colleg Bangalore urban district Karnataka
SBRR Mahajana First Gra Mysuru Karnataka
Residential govt first grade Raichur guk Karnataka
Maharani cluster University, Bangalore Karnataka
Vidyavardhaka F G Colleg Mysuru KARNATAKA
St. Philomenas degree col Mysore Karnataka
SRI.H.D.D.G.F.G.COLLE C HASSAN Karnataka
Vidyavardhaka First Grade Mysore Karnataka
Vvfgc Mysore Karnataka
St Philomena's college (At Mysore Mysore
University of mysore Mysore
Jalhind PU and Degree Cc Bangalore Karnataka
Vidya Vikas Institute of En Mysuru Karnataka
DOS in Commerce, Manat Mysuru Karnataka
Manasa gangothri, Univer Mysuru Karnataka
SBRR MAHAJANA FIRST MYSORE UNIVERSITY OF MYSORI Karnataka
Mansagangotri commerce Mysore Karnataka
Amrita Vishwavidyapeetha Mysore Campus Tamilnadu
St Philomena First Grade i Hassan Karnataka
St Philomena First Grade i Hassan Karnataka
Manasa gangotri mysore Mysore Karnataka
Vidyavardhaka first grade i Mysore Karnataka

09739892457
9900307814
9343252694
7829411549
7829411549
7829411549
9729845463
9141568307
9686316073
9686316073
9901666534
7899551639
7795321940
9844788220
9035273188
9611846698
9945763195
9945763195
9449026002
7899764641
8310194827
8277511257
9019334669
9495597267
9901114867
9980098977
8884077849
9945996218
9686616972
9945344692
8147180951
9738460161
9738663880
8618044750
8310285979
+919886045663
9844096379
6366703812
8197889596
7204619508
9964381755
9743127879
9743127879
8495800823
7760751068

11-6-2020 15:19:45 snehan13@yahoo.com
 11-6-2020 15:28:36 siddarajur6476@gmail.com
 11-6-2020 15:31:20 chethu3006@gmail.com
 11-6-2020 15:33:17 vbsgm1@gmail.com
 11-6-2020 16:16:41 ngeetharaghu@gmail.com
 11-6-2020 16:37:41 knazneen08@gmail.com
 11-6-2020 16:48:40 keerthanabhavsar@gmail.com
 11-6-2020 17:32:08 chandangs@vfgc.ac.in
 11-6-2020 17:44:01 mahadevu.m11@gmail.com
 11-6-2020 17:56:57 sanjaykumarohitt123@gmail.com
 11-6-2020 18:14:42 shashikanthm22@gmail.com
 11-6-2020 18:17:44 vijayhirem2412@gmail.com
 11-6-2020 18:17:59 vijayhirem2412@gmail.com
 11-6-2020 18:18:28 vijayhirem2412@gmail.com
 11-6-2020 18:18:47 vijayhirem2412@gmail.com
 11-6-2020 19:00:07 renu.chumbi@gmail.com
 11-6-2020 19:06:39 ejayashree011@gmail.com
 11-6-2020 19:26:13 drkhizer20@gmail.com
 11-6-2020 19:51:42 anjan.kaikini@gmail.com
 11-6-2020 20:24:51 sindhur@vfgc.ac.in
 11-6-2020 20:25:08 sindhur@vfgc.ac.in
 11-6-2020 20:31:32 manjulakrishnegowda@gmail.com
 11-6-2020 20:54:24 basavarajam72@gmail.com
 11-6-2020 21:14:19 poojashree0811@gmail.com
 11-6-2020 21:21:34 sherylbhadrappa7@gmail.com
 11-6-2020 21:25:48 chethanm@vfgc.ac.in
 11-6-2020 21:55:10 srnjagadeeshanthur@gmail.com
 11-6-2020 22:06:14 rohithpawar15@gmail.com
 11-6-2020 22:14:40 nalinali1966@gmail.com
 11-6-2020 22:20:11 sharadasiddesha@gmail.com
 11-6-2020 22:22:10 sharadasiddesha@gmail.com
 11-6-2020 22:34:57 malinichandrashekar1910@gmail.com
 11-7-2020 9:27:49 prameelashetty45@gmail.com
 11-7-2020 9:37:24 prashanthkumar.g1@gmail.com
 11-7-2020 10:07:35 swathis065@gmail.com
 11-7-2020 10:49:16 ranjuranjitham3@gmail.com
 11-7-2020 11:30:45 rajeshwarigm12@gmail.com
 11-7-2020 12:02:27 kumudadr@gmail.com
 11-7-2020 12:02:37 rukmini.lecturer@gmail.com
 11-7-2020 12:17:39 vijayhirem2412@gmail.com
 11-7-2020 14:24:43 raghub2010@gmail.com
 11-7-2020 15:32:32 suhasini.ash@gmail.com
 11-7-2020 19:36:17 manjumadhu1980@gmail.com
 11-7-2020 19:44:31 manjumadhu1980@gmail.com
 11-7-2020 20:19:06 vinodas@vfgc.ac.in

SRI HARI Assistant Professor
 Siddaraju R Associate Professor
 CHETHAN KUMAR M J Assistant Professor
 VENKATESH G M Research Scholar
 GEETHA N Associate Professor
 Khutajia Nazneen Assistant Professor
 Keerthana S C Student
 Chandan G S Student
 MAHADEVU.M Associate Professor
 SANJAYKUMAR H M Student
 Mr.SHASHIKANTH M Assistant Professor
 Vijay H Hiremath Student
 Vijay H Hiremath Student
 Vijay H Hiremath Student
 Vijay H Hiremath Student
 RENUKA S Assistant Professor
 Punithashree.E Student
 Mohammed Khizerulla Professor
 Anjan A Kaikini Assistant Professor
 Sindhu R Student
 Sindhu R Student
 DR. MANJULA V Associate Professor
 BASAVARAJA M Research Scholar
 Poojashree.M.P Assistant Professor
 SHERLY SHUBHA J M Assistant Professor
 Chathan m Student
 Dr. S.N.JAGADEESH Assistant Professor
 Rohith Goraknath Pawar Student
 NALINA M L Assistant Professor
 K. B. Sharada Assistant Professor
 K. B. Sharada Assistant Professor
 Malini K Assistant Professor
 Dr. Professor Assistant Professor
 PRASHANTH KUMAR G Assistant Professor
 Dr.Swathi.S Assistant Professor
 Ranjitha.M Assistant Professor
 Dr. Rajeshwari GM Assistant Professor
 Kumuda D R Assistant Professor
 RUKMINI SC Associate Professor
 Vijay H Hiremath Student
 Dr. Raghu B T Assistant Professor
 Dr.Ashwini.S Associate Professor
 Manju j Assistant Professor
 Manju j Assistant Professor
 Vinoda s Student

SSMRV COLLEGE BANGALORE KARNATAKA
 Vidyavardhaka first grade Mysore Karnataka
 KHSIPGS&R, LB&SBS, CC Shivamogga kuvempu uni Karnataka
 VENKATESH G M Jnanabharathi Campus Ba Karnataka
 Vidyavardhaka first grade Mysuru Karnataka
 St.Anne's Degree College Bangalore Karnataka
 Vidyavardhaka first grade Mysore Karnataka
 Mysore University Mysuru KARNATAKA
 UNION CHRISTIAN COLL TUMKUR University of Mysore
 Dos in commerce Manasa MYSORE KARNATAKA
 SRI KUVEMPU FIRST GR BANGALORE Karnataka
 Vidya vardhaka first grade Mysore Karnataka
 Vidya vardhaka first grade Mysore Karnataka
 Vidya vardhaka first grade Mysore Karnataka
 Vidya vardhaka first grade Mysore Karnataka
 Nisarga college of manage Chamara Nagar Karnataka
 Dos in Commerce Manasa Mysore Karnataka
 HKBK DEGREE COLLEGE Bangalore Karnataka
 KHSIPGS&R, LB&SBS Cc Shivamogga Karnataka
 Vidya Vardhaka First Grad Mysore Karnataka
 Vidya Vardhaka First Grad Mysore Karnataka
 Seshadripuram Academy (Bangalore University, Ben Karnataka
 DEPARTMENT OF DEVEI BALLARI Karnataka
 Vidyavardhaka first grade Mysore Karnataka
 Maharani's Women's Com Mysuru Karnataka
 Vidyavardhaka Mysore Karnataka
 School Of Management St Palakkad Kerala
 BGS First Grade College Mandya Karnataka
 D.Banumaiiah's college of University of mysuru Karnataka
 St.francies xaveirs girls hig Bangalore Karnataka
 St.francies xaveirs girls hig Bangalore Karnataka
 Yuvarajas College Mysore Karnataka
 SDM PG Centre for Manag DK Karnataka
 VVFGC, P G Center Mysu Mysuru Karnataka
 Yuvaraja college Universit University of Mysore Karnataka
 Nisarga college of Manage Chamara janagar Karnataka
 Vidyavardhaka First Grade Mysuru Karnataka
 Vidyavardhaka first grade Mysore Karnataka
 VIDYAVARDHAKA FIRST UNIVERSITY OF MYSOR/ KARNATAKA KARNATAKA
 Vidyavardhaka first grade Mysore Karnataka
 Vidyavardhaka First Grade Mysuru Karnataka
 Vidyavardhaka First Grade Mysuru Karnataka
 Vidyavardhaka first grade Mysuru Karnataka
 Vidyavardhaka first grade Mysuru Karnataka
 Vidyavardhaka First Grade Mysore Karnataka

9741714661
 9901236476
 9845232804
 09902312128
 9036095954
 8971235423
 9380928395
 7019386068
 9844186789
 8884374991
 8904437891
 9449092900
 9449092900
 9449092900
 8867566698
 9380468160
 9845261977
 9591049799
 7483211798
 7483211798
 +918105965493
 9686472152
 7795390803
 9481437599
 8762532390
 09495228127
 9606496720
 9632743374
 7204730904
 7204730904
 9980565405
 9886177446
 9900645644
 09632744091
 8970817612
 9972577009
 8095194668
 9740536296
 9449092900
 9880475024
 9738489703
 9901269770
 9901269770
 8050046715

11-7-2020 20:21:54	vinodas@vfvfgc.ac.in	Vinoda s	Student	Vidyavardhaka First Grade Mysore	Karnataka	8050046715
11-7-2020 20:24:34	vinodas@vfvfgc.ac.in	Vinoda s	Student	Vidyavardhaka First Grade Mysore	Karnataka	8050046715
11-7-2020 20:27:00	vinodas@vfvfgc.ac.in	Vinoda	Student	Vidyavardhaka First Grade Mysore	Karnataka	8050046715
11-7-2020 22:05:51	savithachandru69@gmail.com	Savitha K. S	Associate Professor	Vidyavardhaka first grade Mysore	Karnataka	7795476949
11-8-2020 0:08:23	sapthap82@gmail.com	SAPTHA.P	Assistant Professor	NISARGA COLLEGE OF I Chamarajngar	Karnataka	9742025001
11-8-2020 8:59:30	manjukpvg@gmail.com	Manjunatha K	Assistant Professor	Manjunatha K Bangalore south	Karnataka	9945199024
11-8-2020 9:25:21	sonuharshithad@gmail.com	Harshitha D	Student	Vidyavardhaka first grade Mysore	Karnataka	9972001601
11-8-2020 9:26:17	prajwaldevendra3012@gmail.com	D Prajwal	Student	Vidyavardhaka First Grade Mysore	Karnataka	8792208091
11-8-2020 9:27:42	vijay.gowda28@gmail.com	VIJAYA KUMAR K	Research Scholar	BHARATHIAR UNIVERSI Coimbatore	Tamil Nadu	7975322580
11-8-2020 9:38:55	shashidhar.s07@gmail.com	SHASHIDHAR S	Assistant Professor	Vfvfgc Mysore	Karnataka	9738460161
11-8-2020 10:09:54	dhanushyaathayarajan98@gmail.com	DHANUSHYAA. T	Student	SJCE, JSSCMS ,JSS UNF Mysuru	JSS UNIVERSITY	9731943434
11-8-2020 10:20:08	bhajantrishrinath@gmail.com	Shrinath Koravar	Student	Vidya varadhaka first grade Mysore	Karnataka	7022562413
11-8-2020 10:21:58	manindradebbarma0@gmail.com	Manindra Debbarma	Research Scholar	William Carey University East Khasi Hill	Meghalaya	09436476387
11-8-2020 10:22:02	karthikms@vfvfgc.ac.in	Karthik ms	Student	Vfvfgc, Mysore Mysore	Karnataka	9902470482
11-8-2020 10:36:03	gangadharswamy1998@gmail.com	Gangadhar Swamy M C	Student	JSS Center For Managem-Mysuru	Karnataka	7892705302
11-8-2020 11:37:37	lathamani17@rediffmail.com	Dr Lathamani Ramachand	Associate Professor	VVFGC & SKPFGC Mysore	Karnataka	09916469776
11-8-2020 11:38:29	suhasguru.2398@gmail.com	Suhas G	Student	Jss center for management studies	Karnataka	9972977445
11-8-2020 11:49:19	vbsgm1@gmail.com	VENKATESH G M	Research Scholar	VENKATESH G M Bangalore University Bang	Karnataka	09902312128
11-8-2020 11:54:51	rafiao.ves@gmail.com	SHAIK ABDUL RAFI	Research Scholar	YOGI VEMANA UNIVERS KADAPA	ANDHRA PRADESH	09966787805
11-8-2020 12:02:28	jayanthi.smahesh@gmail.com	JAYANTHI.S	Assistant Professor	GFGC,Siddarthnagar Mysore	Karnataka	7975113663
11-8-2020 12:21:43	Mohammedmoin.5678@gmail.com	Mohammed Moin	Student	Sjce Mysore	Karnataka	9066279929
11-8-2020 12:58:56	vijayhiremth2412@gmail.com	Vijay H Hiremth	Student	Vidyavardhaka first grade Mysore	KARNATAKA	9449092900
11-8-2020 14:08:03	shobhachandrappa3@gmail.com	SHOBHA C HUDEDAVAR	Assistant Professor	M. Basavaiah Institute of n Bangalore	Karnataka	7259153737
11-8-2020 15:55:00	ponmani.cm@rathinam.in	PONMANI U	Assistant Professor	Rathinam College of Arts r Coimbatore	Tamil nadu	9865601948
11-8-2020 15:57:30	vbsgm1@gmail.com	VENKATESH G M	Research Scholar	VENKATESH G M Bangalore university	Karnataka	09902312128
11-8-2020 15:58:39	munirajueditor@gmail.com	Dr. MUNIRAJU S V	Associate Professor	Jaihind PU and Degree Cc Bengalore	Karnataka	8310285979
11-8-2020 16:05:15	Gaanuhp1999@gmail.com	Gagana H P	Student	GFGC kadur. Kuvempu u Chikkamagalore	Karnataka	09663247791
11-8-2020 16:08:09	abhi.mysore1991@gmail.com	Abhilasha N	Research Scholar	Indira Gandhi National ope New Delhi	New delhi	9620925899
11-8-2020 16:09:00	sahanahprakash123@gmail.com	SAHANA H P	Student	GFGC banavara Hassan	Karnataka	9148178417
11-8-2020 16:12:11	lishmikasal31@gmail.com	Korada Lishmika sai	Student	Centurion University of tec Gajapati	Odhisa	06303805581
11-8-2020 16:12:16	meghanasonu080@gmail.com	MEGHANA K S	Student	Davangere Univeesity Davangere	Karnataka	9743548985
11-8-2020 16:30:46	shashikanthm22@gmail.com	Mr.SHASHIKANTH M	Assistant Professor	SRI KUVEMPU FIRST GR BANGALORE	KARNATAKA	8904437891
11-8-2020 18:12:59	shashikanthm22@gmail.com	Mr.SHASHIKANTH M	Assistant Professor	SRI KUVEMPU FIRST GR BANGALORE	KARNATAKA	8904437891
11-8-2020 18:16:53	shashikanthm22@gmail.com	Mr.SHASHIKANTH M	Assistant Professor	SRI KUVEMPU FIRST GR BANGALORE	KARNATAKA	8904437891
11-8-2020 18:40:37	zeentaj@gmail.com	Thazeen kousar. S	Assistant Professor	Nisarga college of manage Chamarajanagara	Karnataka	8095937953
11-8-2020 18:43:53	renu.chumbi@gmail.com	RENUKA S	Assistant Professor	Nisarga College of Managi Chamaraj Nagar	Karnataka	8867566698
11-8-2020 18:46:36	faizanbaig005@gmail.com	Faizan ahmed baig	Student	Nisarga college of manage Chamrajnagar	Karnataka	7019303738
11-8-2020 18:49:36	sufiyanshariff1234@gmail.com	Sufiyan Shariff	Student	Vidyavardhaka first grade Mysore university	Karnataka	8892121877
11-8-2020 19:00:07	kalapanag313@gmail.com	Sowmya N	Student	Mysore university Mysore	Mysore	9901213501
11-8-2020 19:00:19	kalapanag313@gmail.com	Sowmya N	Student	Mysore university Mysore	Mysore	9901213501
11-8-2020 19:00:34	kalapanag313@gmail.com	Sowmya N	Student	Mysore university Mysore	Mysore	9901213501
11-8-2020 19:00:49	kalapanag313@gmail.com	Sowmya N	Student	Mysore university Mysore	Mysore	9901213501
11-8-2020 19:19:59	indudumathi650@gmail.com	Indumathi p	Assistant Professor	Manasa college Chamarajanagara	Karnataka	8152860301
11-8-2020 19:50:47	siddaraju6476@gmail.com	Siddaraju. R	Associate Professor	Vidyavardhaka first grade Mysore	Karnataka	9901236476
11-8-2020 19:56:10	dileepgowda917@gmail.com	Dileep. R	Student	Nisarga college of manage Chamarajanagara	Karnataka	7022855456

11-8-2020 20:03:19 vijayagims@gmail.com	Vijayanirmala K S	Assistant Professor	BSRNS Evening Degree C Bangalore	Karnataka	08618597461
11-8-2020 20:14:37 lgsaran@gmail.com	SARAVANAN LG	Assistant Professor	REVA UNIVERSITY BANGALORE	KARNATAKA	9916681258
11-8-2020 20:28:06 researchmanoli@gmail.com	LAXMINARAYANA MARO	Assistant Professor	Acharya Bangalore B Sch: Bengaluru	Karnataka	9008580728
11-8-2020 20:28:54 nikhraj60@gmail.com	NIKHILADEVI.G.	Research Scholar	Kannada University Ballari	Karnataka	8296634852
11-8-2020 20:38:58 varshaypatil1980@gmail.com	Varsha patil	Assistant Professor	Sagar College Of educatio Belagavi	Rcu Karnataka	9980961403
11-8-2020 20:40:44 varshaypatil1980@gmail.com	VARSHA PATIL	Assistant Professor	Sagar College of education Belagavi	Rcu Karnataka	9980961403
11-8-2020 20:47:02 akashmsdhoni2000@gmail.com	Akash G	Student	Nisarga college of manage Chamaraja nagar	Mysore university	7026726517
11-8-2020 20:53:54 manjunathan6682@gmail.com	Manju	Student	Nisarga clg of mgt Ch nager	Karnataka	8105310211
11-8-2020 20:59:16 bcsanjay953@gmail.com	sanjay	Student	sanjay Mysore University	Karnataka	7892289958
11-8-2020 21:03:39 kirankumar159083@gmail.com	A S Kiran Kumar	Student	Vidya vardhaka first grade Mysore	Karnataka	7795140515
11-8-2020 21:13:56 surekhaspatil9@gmail.com	Surekha Subhas Patil	Research Scholar	JSS College of Arts, Comr Mysore	Karnataka	+919164956750
11-8-2020 21:26:46 shwethag667@gmail.com	Shwetha G	Assistant Professor	Jss college Nanjangud Mysore	Karnataka	8970717320
11-8-2020 21:40:30 pavanmgowda301@gmail.com	Pavankumar B M	Student	Mysore university Mysore	Karnataka	8496081616
11-8-2020 22:30:13 manojmanu25111999@gmail.com	Manoj M	Student	Vidya vardhaka first grade Mysuru	Karnataka	7996090715
11-8-2020 23:05:32 nsjadhav662@gmail.com	Dr N S JADHAV	Assistant Professor	Dr N S JADHAV K S R COLLEGE OF EDU	Karnataka	09590006071
11-9-2020 8:23:47 meeraibai1vc@gmail.com	Prof Meera Bai K	Assistant Professor	Vidya vardhaka Law Colleg Mysore	Karnataka	9886644876
11-9-2020 9:10:39 nisargal26@gmail.com	Nisarga L	Student	JSS Science and Technol Mysuru	Karnataka	9972600850
11-9-2020 10:04:31 kirankeenu311@gmail.com	Kiran P	Student	University of mysore Mysore	Karnataka	6361997725
11-9-2020 10:21:20 udayshankarudayshankar10@gmail.com	Udayshankar b	Student	Udayshankar b mysore		16 09535966793
11-9-2020 10:21:26 udayshankarudayshankar10@gmail.com	Udayshankar b	Student	Udayshankar b mysore		16 09535966793
11-9-2020 10:21:30 udayshankarudayshankar10@gmail.com	Udayshankar b	Student	Udayshankar b mysore		16 09535966793
11-9-2020 10:28:19 pareekshithbvp@gmail.com	Pareekshith bv	Student	Vidya Vardhaka first grade Mysore		8105221960
11-9-2020 10:28:42 darshansmahadev28@gmail.com	Darshan s mahadev	Student	Vidya vardhaka first grade Mysuru	Karnataka	7022904641
11-9-2020 10:29:12 skandajoshi@vfvfg.ac.in	Skanda Joshi	Student	Vidya vardhaka first grade University of mysore	Karnataka	7019597166
11-9-2020 10:38:18 mithunrajbn@vfvfg.ac.in	Mithunraj bn	Student	Vidya vardhaka first grade Mysore	Karnataka	8088915620
11-9-2020 10:38:18 meghanamgvfvfg@gmail.com	Meghana M G	Student	Vidya vardhaka Mysore	Karnataka	8892298635
11-9-2020 10:39:46 siddegowdabk@vfvfg.ac.in	Siddegowda bk	Student	Vidya vardhaka first grade college Mysore		7483054447
11-9-2020 10:40:18 siddegowdabk@vfvfg.ac.in	Siddegowda bk	Student	Vidya vardhaka first grade college Mysore		7483054447
11-9-2020 10:40:43 madhus301@gmail.com	Madhu S	Student	Vidya vardhaka first grade c Mysore	Karnataka	9591922748
11-9-2020 10:40:45 pareekshithbv@vfvfg.ac.in	Pareekshith bv	Student	Vidya Vardhaka first grade Mysuru	Karnataka	8105221960
11-9-2020 10:42:35 madhus301@gmail.com	Madhu S	Student	Vidya vardhaka first grade c Mysore	Karnataka	9591922748
11-9-2020 10:43:24 siddegowdabk@vfvfg.ac.in	Siddegowda bk	Student	Vidya vardhaka first grade college Mysore		7483054447
11-9-2020 10:46:49 jeevankumarvgowda@vfvfg.ac.in	Jeevan kumar v gowda	Student	Vidya vardhaka first grade c Mysore	Karnataka	8496984084
11-9-2020 10:47:36 tharunb@vfvfg.ac.in	Tharun.B	Student	Vidya vardhaka First grade c Mysore	Karnataka	9620341190
11-9-2020 10:47:58 rajeshwaridsba@gmail.com	Rajeshwari V	Academician	Dayananda Sagar Busines Bangalore	Karnataka	09739892457
11-9-2020 10:47:59 hkpramod88@gmail.com	Pramod H K	Student	Vidya vardhaka first grade Mysore	Karnataka	9743936002
11-9-2020 10:48:05 jeevankumarvgowda@vfvfg.ac.in	Jeevan kumar v gowda	Student	Vidya vardhaka first grade c Mysore	Karnataka	8496984084
11-9-2020 10:49:01 chethankumarhk@vfvfg.ac.in	Chethankumar k h	Student	Vidya vardhaka first grade c Karnataka	Mysore	8861744417
11-9-2020 10:49:49 mahadevaswamyn@vfvfg.ac.in	Mahadeva swamy N	Student	Vidya vardhaka first grade c Mysore	Karnataka	8861451109
11-9-2020 10:49:55 mahadevaswamyn@vfvfg.ac.in	Mahadeva swamy N	Student	Vidya vardhaka first grade c Mysore	Karnataka	8861451109
11-9-2020 10:50:06 mahadevaswamyn@vfvfg.ac.in	Mahadeva swamy N	Student	Vidya vardhaka first grade c Mysore	Karnataka	8861451109
11-9-2020 10:50:07 rakshithrakshi066@gmail.com	Rakshith. S. N	Student	Vidya vardhaka first grade Mysore	Karnataka	6362783873
11-9-2020 10:50:46 veenar@vfvfg.ac.in	Veena.R	Student	Vidya vardhaka first grade Mysore	Karnataka	8088406042
11-9-2020 10:51:30 meghanamg@vfvfg.ac.in	Meghana M G	Student	Vidya vardhaka first grade Mysuru	Karnataka	8088259293
11-9-2020 10:51:45 roopeshgowda404@gmail.com	Roopesh M R	Student	Vidya vardhaka first grade c Mysore	Karnataka	6363101340

11-9-2020 10:51:46 darshans@vfvfgc.ac.in	Darshan. S	Student	Vidyavardhaka first grade i Mysore	Karnataka
11-9-2020 10:51:51 darshans@vfvfgc.ac.in	Darshan. S	Student	Vidyavardhaka first grade i Mysore	Karnataka
11-9-2020 10:55:15 meghanamgvfvfgc@gmail.com	Meghana M G	Student	Vidhya vardhaka first gradi Mysuru	Karnataka
11-9-2020 10:55:15 Shreyasrajup@vfvfgc.ac.in	Shreyas Raju	Student	Mysoe university Mysore university	Mysore university
11-9-2020 11:07:13 harshithamappaji@gmail.com	HARSHITHA M	Assistant Professor	Vidyavardaka first grade c Mysore university	Karnataka
11-9-2020 11:08:44 kanchannesar@gmail.com	Kanchan T G	Assistant Professor	Vidyavardhaka First Grade Mysuru	Karnataka
11-9-2020 11:09:10 harshithamappaji@gmail.com	HARSHITHA M	Assistant Professor	Vidyavardaka first grade c Mysore University	Karnataka
11-9-2020 11:15:46 gunavathikv1999@gmail.com	Gunavathi K V	Student	Vidyavardhaka first grade i Mysore	Karnataka
11-9-2020 11:16:13 monikagr@vfvfgc.ac.in	Monika G.R.	Student	Vidyavardhaka first grade i Mysore	Karnataka
11-9-2020 11:30:08 harshih591@gmail.com	Harshitha. R	Student	Vidhya varthaka first grade Mysuru	India
11-9-2020 11:30:27 pramodn@vfvfgc.ac.in	Pramod N	Student	Vidya vardhaka first grade college mysore	Karnataka
11-9-2020 11:44:05 mahadevaswamyn@vfvfgc.ac.in	Mahadeva swamy N	Student	Vidyavardhaka first grade i Mysore	Karnataka
11-9-2020 11:45:04 mahadevaswamyn@vfvfgc.ac.in	Mahadeva swamy N	Student	Vidyavardhaka first grade i Mysore	Karnataka
11-9-2020 11:45:32 hariprasatk@vfvfgc.ac.in	Hari Prasad K	Student	Vidhyavardhaka first grade Mysore	Karnataka
11-9-2020 11:56:45 siddegowdabk@vfvfgc.ac.in	Siddegowda bk	Student	Vidya vardhaka first grade Mysore	Karnataka
11-9-2020 11:59:05 siddegowdabk@vfvfgc.ac.in	Siddegowda bk	Student	Vidya vardhaka first grade Mysore	Karnataka
11-9-2020 11:59:16 siddegowdabk@vfvfgc.ac.in	Siddegowda bk	Student	Vidya vardhaka first grade Mysore	Karnataka
11-9-2020 12:00:25 siddegowdabk@vfvfgc.ac.in	Siddegowda bk	Student	Vidya vardhaka first grade Mysore	Karnataka
11-9-2020 12:06:04 bharathgowdakr@vfvfgc.ac.in	Bharath Gowda k r	Student	Vidyavardhaka first grade i Mysore	Karnataka
11-9-2020 12:13:40 vijim1428@gmail.com	VIJENDRA.M	Student	Vidya vardhaka first grade Mysore	Karnataka
11-9-2020 12:14:06 vijim1428@gmail.com	VIJENDRA.M	Student	Vidya vardhaka first grade Mysore	Karnataka
11-9-2020 12:17:04 kruthikaj@vfvfgc.ac.in	Kruthika J	Student	Vidyavardhaka first grade i Mysuru	Karnataka
11-9-2020 12:17:52 chethanm@vfvfgc.ac.in	Chethan m	Student	Vidyavardhaka first grade i Mysore	Karnataka
11-9-2020 12:18:59 preethamp@vfvfgc.ac.in	Preetham.p	Student	Vidya vardaka Mysore	Karnataka
11-9-2020 12:19:14 preethamp@vfvfgc.ac.in	Preetham.p	Student	Vidya vardaka Mysore	Karnataka
11-9-2020 12:19:15 bharathm66786@gmail.com	Bharath M	Student	Vidhya Vardhaka first grad Mysore	Karnataka
11-9-2020 12:20:20 mkumam39@gmail.com	MOHAN KUMAR N	Assistant Professor	vidyavardhaka first grade c Mysore	Karnataka
11-9-2020 12:20:52 akash@vfvfgc.ac.in	Akash	Student	Vidayavardaka first grade i Mysore	Karnataka
11-9-2020 12:20:57 akash@vfvfgc.ac.in	Akash	Student	Vidayavardaka first grade i Mysore	Karnataka
11-9-2020 12:22:29 anushaedig76@gmail.com	Anusha H.S	Student	Vidhyavardhaka first grade Mysore	Karnataka
11-9-2020 12:22:37 bharathkumar8495@gmail.com	Bharath Kumar	Student	Vidyavaradak first grade c Mysore	Karnataka
11-9-2020 12:26:17 anushaedig76@gmail.com	Anusha H.S	Student	Vidhyavardhaka first grade Mysore	Karnataka
11-9-2020 12:27:35 shrinathkorawar@vfvfgc.ac.in	SHRINATH KORAWAR	Student	Vidya varadhaka first gradi Mysy	Karnataka
11-9-2020 12:28:49 vivektb@vfvfgc.ac.in	Vivek T B	Student	Vidyavardhaka First Grade Mysore	Karnataka
11-9-2020 12:31:43 devamanin@vfvfgc.ac.in	Devamani N	Student	Vidyavardaka first grade c Mysore	Karnataka
11-9-2020 12:37:18 Sathyayanarayanass2001@gmail.com	Sathya Narayana	Student	Vidyavardhaka First Grade Mysore	Karnataka
11-9-2020 12:39:55 bharathm66786@gmail.com	Bharath M	Student	Vidhya Vardhaka first grad Mysore	Karnataka
11-9-2020 12:43:59 abhishekdambekodi32@gmail.com	Abhishek D.C	Student	Vidhyavardhaka first grade college	Karnataka
11-9-2020 12:50:44 manoj.m1302@gmail.com	Manoj. M	Student	Vidyavardhaka first grade i Mysore	Karnataka
11-9-2020 12:55:59 hemanthbv@vfvfgc.ac.in	Hemanth.B.V	Student	Vidhyavardaka college Mysore	Karnataka
11-9-2020 12:59:39 yashu632002@gmail.com	Yashaswini.s	Student	Vidyavardaka first grade c Mysore	Karnataka
11-9-2020 12:59:49 darshanvenki2003@gmail.com	Darshan K v	Student	Vidyavardhaka first grade i Mysore	Karnataka
11-9-2020 12:59:56 nehajain8074@gmail.com	Neha jain	Student	Vidyavardaka first grade c Mysore	Karnataka
11-9-2020 13:00:09 chandanaramprasad@vfvfgc.ac.in	Chandana. R	Student	Vidyavardhaka first grade i Mysuru	Karnataka
11-9-2020 13:19:24 spoothi09@gmail.com	Spoothi cs	Student	Vidhyavardhaka first grade Mysore	Karnataka

11-9-2020 13:21:06 chandanarc38@gmail.com	Chandana R	Student	Vidyavardaka first grade c Mysore	Karnataka
11-9-2020 13:23:28 chandanarc38@gmail.com	Chandana R	Student	Vidyavardaka first grade c Mysore	Karnataka
11-9-2020 13:25:29 nalinam1966@gmail.com	NALINA M L	Assistant Professor	D.Banumaiah's college of Mysuru	Karnataka
11-9-2020 13:34:28 tajnoonulainy@gmail.com	Noorul Ainy Taj	Student	Visvesvaray technological Mysore	Karnataka
11-9-2020 14:03:51 vidyaviddu23116@gmail.com	Vidya s Kumar	Student	Visvesvaraya technology L Mysore	Mysore
11-9-2020 14:04:04 bhanukallur@gmail.com	BHANUPRASAD	Student	VTU PG CENTRE Mysuru	Karnataka
11-9-2020 14:05:23 vidyaviddu23116@gmail.com	Vidya s Kumar	Student	Vtu Mysore	Karnataka
11-9-2020 14:05:34 vidyaviddu23116@gmail.com	Vidya s Kumar	Student	Vtu Mysore	Karnataka
11-9-2020 14:20:45 ar01121998@gmail.com	AnilKumar S	Student	VTU Mysuru	Karnataka
11-9-2020 14:50:31 madhugowdam99@gmail.com	Madhugowda M	Student	Visvesvaraya Technologic Mysuru	Karnataka
11-9-2020 14:55:46 sunilmg32@gmail.com	Sunil M. G.	Assistant Professor	Sree Cauvery First Grade Mysuru	Karnataka
11-9-2020 15:20:47 appugowthu1@gmail.com	GOUTHAM S P	Student	Vidyavardhaka first grade Mysuru	Karnataka
11-9-2020 15:29:36 sushmitharamesh14@gmail.com	Sushmitha S R	Student	VTU PG CENTRE MYSOF MYSORE	KARNATAKA
11-9-2020 15:35:37 girish.gj11@gmail.com	Girish J	Assistant Professor	Sri K Puttaswamy First Gr Mysuru	Karnataka
11-9-2020 15:44:08 karthikmskarthik3156@gmail.com	Karthik ms	Student	Vvfgc, Mysore Mysore	Karnataka
11-9-2020 15:45:52 srinivasananya22@gmail.com	Dr.SRINIVASA. T	Assistant Professor	VVFGC Mysore	Karnataka
11-9-2020 15:47:22 vini8095@gmail.com	VINAYKUMAR M	Assistant Professor	Pes College of science art Mandya	Karnataka
11-9-2020 15:48:12 rakesh.kn04@gmail.com	RAKESH K.N	Assistant Professor	REVA UNIVERSITY Bengaluru	Karnataka
11-9-2020 15:58:45 shashidhar.s07@gmail.com	SHASHIDHAR S	Assistant Professor	Vvfgc Mysore	Karnataka
11-9-2020 16:00:12 monishar@vvfgc.ac.in	Monisha R	Student	Vidya vardhaka first grade Mysore University	Mysore University
11-9-2020 16:04:24 guna55manju@gmail.com	Gunashree.B	Assistant Professor	Government First Grade C Mysuru	Karnataka
11-9-2020 16:07:18 shwethemesh@gmail.com	SHWETHA R	Academician	Maharaja college Mysuru	Karnataka
11-9-2020 16:08:10 pradyumnahegde02@gmail.com	Pradyumna Hegde	Student	Vidyavardhaka first grade Mysore	Karnataka
11-9-2020 16:12:41 kжайalsharma11@gmail.com	Kajal sharma G	Student	Vidhyavardhaka first grade Mysuru	Karnataka
11-9-2020 16:17:51 akashananthakrishna546@gmail.com	Akash A	Student	Vidyavardhaka first grade Mysore University	Mysore
11-9-2020 16:18:20 veenasreedhar18@gmail.com	T.K.VEENA KUMARI	Assistant Professor	NIE First Grade College MYSURU	KARNATAKA
11-9-2020 16:24:09 lokeshasiddamurthy@gmail.com	Lokesh.s	Assistant Professor	Global Embassy First Grae Tumkur university	Karnataka
11-9-2020 16:35:04 divyard40@gmail.com	Divya R	Student	Vidhyardhaka first grade Mysore	Karnataka
11-9-2020 16:35:34 kumar.sd30@gmail.com	Kumar D	Academician	Govt Women's college Hu Mysuru	Karnataka
11-9-2020 16:37:59 divyard40@gmail.com	Divya R	Student	Vidhyardhaka first grade Mysore	Karnataka
11-9-2020 16:44:56 venkateshatk1983@mail.com	Dr. Venkatesha T K	Assistant Professor	VIDYAVARDHAKA FIRST Mysore	Karnataka
11-9-2020 16:46:00 nikhiraj60@gmail.com	NIKHILADEVI.G.	Assistant Professor	Kannada University Ballari	Karnataka
11-9-2020 16:49:22 lavsrinivas.mys@gmail.com	Lavanya S	Assistant Professor	Vidyavardhaka First Grade Mysore	Karnataka
11-9-2020 17:00:38 khutejatulkubra@vvfgc.ac.in	Khutejatul kubra	Student	Vidyavartaka first grade co Mysore	Karnataka
11-9-2020 17:03:58 prashanthkumar.g1@gmail.com	PRASHANTH KUMAR G	Assistant Professor	VVFGC, P G Center Mysu Mysuru	Karnataka
11-9-2020 17:10:39 iampreetzz07@gmail.com	PREETAM MANNA S	Student	SURANA COLLEGE Bangalore	Karnataka
11-9-2020 17:14:23 akshathams1999@gmail.com	Akshatha M.S	Student	Mysore university Mysore	Karnataka
11-9-2020 18:15:16 principal@dsba.edu.in	Dr (Brig)Sandes	Professor	Dayananda Sagar Business Bangalore	Karnataka
11-9-2020 18:30:03 manjunathar99026928ips@gmail.com	Manjunalitha r	Student	Vidya vardhaka first grade Mysore	Karnataka
11-9-2020 18:35:18 shreyaraj.r@gmail.com	Shreya R Raj	Student	MMK and SDM MMV Mysore	Karnataka
11-9-2020 18:40:31 vidyachandru92@gmail.com	VIDYA R	Assistant Professor	Vidyavardhaka First Grade Mysuru	Karnataka
11-9-2020 18:49:50 shubhabhat28@gmail.com	Shubha Dattatraya Bhat	Student	Vidyavardhaka first grade Mysore	Mysore
11-9-2020 19:10:39 bhamabhat8@gmail.com	Bhama J bhat	Student	Vidhyavardaka first grade Mysore	Karnataka
11-9-2020 19:11:52 bhamabhat8@gmail.com	Bhama J bhat	Student	Vidhyavardaka first grade Mysore	Karnataka
11-9-2020 19:14:05 nikhil.shivananjegowda@gamil.com	Nikhil gowda.n.s	Student	Vidya vardhaka first grade Mysore	Karnataka

11-9-2020 19:35:24	nikithasreekantha74@gmail.com	Dr Nikitha Sreekanthaswa	Assistant Professor	Dayananda Sagar Busines	Bangalore University	Karn	taka	09886434746
11-9-2020 19:45:12	prarthana@vvgc.ac.in	Prarthana R	Student	Vidya vardhaka first grade	Mysore	Karnataka		852979632
11-9-2020 19:48:11	manteshd@vvgc.ac.in	mantesh d	Student	Vidhya vardka first grade c	Mysore	Karnataka		8431257089
11-9-2020 19:48:30	manteshd@vvgc.ac.in	mantesh d	Student	Vidhya vardka first grade c	Mysore	Karnataka		8431257089
11-9-2020 19:57:48	padmap@vvgc.ac.in	Padma. P	Student	University of mysore	Mysore	Karnataka		9901706628
11-9-2020 20:39:20	shalinimalikarhunaswamy1997@gmail.com	Shalini.M	Student	Vtu college mysore	Mysore	Karnataka		9886736760
11-9-2020 20:52:01	chalthraspate94@gmail.com	Chalthra.s	Assistant Professor	Vvfgc	mysuru	karnataka		9901358361
11-9-2020 20:52:38	aravind.ms1986@gmail.com	ARAVIND R	Assistant Professor	VIDYAVARDHAKA first grade	Mysore	Karnataka		9481833305
11-9-2020 22:05:40	zuha@vvgc.ac.in	Zuha	Student	Vidhya vardhaka first grade	Mysuru	Karnataka		7760241200
11-9-2020 22:28:33	iammeera246@gmail.com	Meera Krishnan	Assistant Professor	Dayananda Sagar Busines	Bangalore	Karnataka		8861787562
11-9-2020 22:44:28	yamuspondana@gmail.com	Yamuna M j	Assistant Professor	Vidyavardhaka first grade	Mysore/Mysore University	Mysore		9035395572
11-9-2020 22:53:34	jeevangowda.jeevangowda.505@gmail.com	JEEVAN HV	Student	M.S Ramaiah College Of	/ Bangalore/ Bangalore City	Karnataka		7338446636
11-9-2020 22:57:53	hsanjeevamurthy@gmail.com	Sanjeevamurthy.H	Assistant Professor	Government First Grade C	Tumkur	Karnataka		9483867586
11-9-2020 23:03:48	ummar1999shariff@gmail.com	UMMAR SHARIFF	Student	VTU	Vtu pg regional centre mys	Karnataka		7892071416
11-9-2020 23:04:02	poomapoo81@gmail.com	Poornima NR	Student	Visvesvaraya technologica	Belagavi	KARNATAKA		8147019718
11-9-2020 23:07:00	poomapoo81@gmail.com	POORNIMA NR	Student	VISVESVARAYA TECHN	MYSORE	KARNATAKA		8147019718
11-9-2020 23:19:46	cssh1312@gmail.com	Shilpa c s	Assistant Professor	Seshadripuram Institute of	Bangalore	Karnataka		9916161312
11-10-2020 8:39:55	srinika.hs@gmail.com	HS Srinika	Student	Surana college	Bangalore	Karnataka		9110653248
11-10-2020 8:41:06	spoorthi.halekote@gmail.com	SPOORTHI H S	Student	Community Institute Of	Management Studies	Karnataka		9535139088
11-10-2020 8:41:58	chaitrathreemg@gmail.com	CHAITHRASHREE M G	Student	Maharani's Science Colleg	Bangalore urban district	Karnataka		9945597267
11-10-2020 8:44:42	spoorthi.halekote@gmail.com	SPOORTHI H S	Student	Community Institute Of	Management Studies	Karnataka		9535139088
11-10-2020 8:51:15	roopa_shettigar@yahoo.co.in	Roopa Shettigar	Research Scholar	Tumkur university	Tumkur	Karnataka		9035997832
11-10-2020 8:56:39	nagalakshmi.veeram@gmail.com	Naga Lakshmi Veeram	Assistant Professor	Andhra Loyola Institute of	IKrishna	Andhra Pradesh	09951918447	8310285979
11-10-2020 9:03:25	munirajueditor@gmail.com	Dr. MUNIRAJU S V	Associate Professor	Jaihind PU and Degree Cc	Bangalore	Karnataka		9880201282
11-10-2020 9:20:26	sunithahegde75@gmail.com	Sunitha V Hegde	Assistant Professor	Maharani Cluster Universit	Bangalore	Karnataka		9787743791
11-10-2020 9:25:41	udhayakumar.fmd@gmail.com	Dr.J.Udhayakumar	Associate Professor	Dr.SNS Rajalakshmi Colle	Coimbatore	Tamilnadu		9141568307
11-10-2020 9:29:01	vimala.aradhyia77@gmail.com	Mrs.Vimala B.S	Assistant Professor	KLE'S S.Nijalingappa colle	Bangalore urban	Karnataka		6370833411
11-10-2020 9:31:53	kapilasahu92@gmail.com	SRI KAPILA SAHU	Student	Vikram Deb Autonomous (Sambalpur University	Sambalpur University Odis		9844336694
11-10-2020 9:37:02	kittusp@gmail.com	KITTU R S	Research Scholar	KLE Society's S Nijalingap	Bangalore	Karnataka/Banglore Unive		9242257500
11-10-2020 9:38:30	ganapathistg123@gmail.com	S T GANAPATHI	Assistant Professor	R J S COLLEGE	Bangalore	Karnataka		9535029047
11-10-2020 9:39:07	anjana.devic@gmail.com	Dr Anjana Devi S C	Associate Professor	Dayanand Sagar Academy	Bangalore/VTU	Karnataka/VTU		9980098977
11-10-2020 9:39:49	cccprawar2006@gmail.com	Dr Ravichandra so	Assistant Professor	Residential govt first grade	Raichur	Karnataka		9945295842
11-10-2020 9:42:00	rsheettar1969@gmail.com	Dr. Rajeshwari M.Shettar	Associate Professor	S.K.S.J.Arts and S.M.S.Cc	Dharwad	Karnataka		7795111294
11-10-2020 9:53:11	sharanyabssarayu@gmail.com	Sharanya BS	Student	Community Institute of Mai	Bangalore	Karnataka		7795111294
11-10-2020 9:53:49	sharanyabssarayu@gmail.com	Sharanya BS	Student	Community Institute of Mai	Bangalore	Karnataka		90918178417
11-10-2020 10:03:42	sahanahprakash123@gmail.com	SAHANA H P	Student	GFGC banavara	Hassan	Karnataka		7014528261
11-10-2020 10:04:56	incredhi.me@gmail.com	Nidhi Tiwari	Student	ISBR business school ban	Bangalore	Karnataka		9620453267
11-10-2020 10:27:14	syedrashid277@gmail.com	Syed Mohammed Rashid	Student	JSS science and technolo	Mysore	Karnataka		9900176245
11-10-2020 10:27:50	latha.vj@gmail.com	K. Latha	Assistant Professor	Vijaya degree college	Bangalore	Karnataka		9583056710
11-10-2020 10:28:05	satyanarayan1052@gmail.com	Mr. SATYA NARAYAN MI	Assistant Professor	Khemundi Degree College	Ganjam.	Odisha		+919036127926
11-10-2020 10:33:23	lrameshkumar008@gmail.com	Ramesh Kumar L	Associate Professor	Sree Veerendra Patil Degr	Bangalore-560080	Karnataka		9738460161
11-10-2020 10:42:16	shashidhar.s07@gmail.com	SHASHIDHAR S	Assistant Professor	Vvfgc	Mysore	Karnataka		9686914987
11-10-2020 10:43:56	akshuhj11@gmail.com	AKSHATHA HJ	Student	MIT First grade college an	Mysore	Karnataka		9743560403
11-10-2020 10:45:43	mani.veerashaiva@gmail.com	Manikanta CM	Assistant Professor	JSS College of Arts and C	Chamarajanagar	Mysore University		9110236964
11-10-2020 10:45:47	shantiu244@gmail.com	Shanthamma h m	Assistant Professor	Vidyavardhaka first grade	Mysuru university	Karnataka		

11-10-2020 12:18:43 harshih591@gmail.com	Harshitha R	Student	Vidhya varthaka frist grade Mysuru	India	7019897344
11-10-2020 12:18:56 chandanchenni07@gmail.com	Chandan.S	Student	Vidyavardhaka first grade r Mysore	Karnataka	9448818591
11-10-2020 12:19:17 mlthunrajbn@vfvfg.ac.in	Mithunraj bn	Student	Vidyavardhaka first grade r Mysore	Karnataka	8088915620
11-10-2020 12:19:20 madhusr301@gmail.com	Madhu S	Student	Vidyavardaka first grade r Mysore	Karnataka	9591922748
11-10-2020 12:19:35 ganeshv@vfvfg.ac.in	Ganesh v	Student	Vidya Vardhaka MYSORE	Karnataka	7483326438
11-10-2020 12:19:37 prarthanar@vfvfg.ac.in	Prarthana R	Student	Vidya vardhaka first grade Mysore	Karnataka	8152979632
11-10-2020 12:20:27 darshans@vfvfg.ac.in	Darshan. S	Student	Vidyavardhaka first grade r Mysore	Karnataka	9740744776
11-10-2020 12:21:00 madhusr301@gmail.com	Madhu S	Student	Vidyavardaka first grade r Mysore	Karnataka	9591922748
11-10-2020 12:21:10 poojas@vfvfg.ac.in	Pooja	Student	Vidyavartaka first grade clq Mysore	Karnataka	6360466115
11-10-2020 12:21:15 poojas@vfvfg.ac.in	Pooja	Student	Vidyavartaka first grade clq Mysore	Karnataka	6360466115
11-10-2020 12:21:36 prarthanar@vfvfg.ac.in	Prarthana R	Student	Vidya vardhaka first grade Mysore	Karnataka	8152979632
11-10-2020 12:21:50 pavannagendra15@gmail.com	Pavan.N	Student	Vivdyavardaka first grade r Mysore	Karnataka	8792049703
11-10-2020 12:22:10 sowmyar@vfvfg.ac.in	Sowmya. R	Student	Vidya vardhaka first grade Mysore	Karnataka	9620927295
11-10-2020 12:23:23 pavanv@vfvfg.ac.in	Pavan.V	Student	Vidyavardhaka first grade r Mysore university	Karnataka	7019091433
11-10-2020 12:24:54 pavannagendra15@gmail.com	Pavan.N	Student	Vivdyavardaka first grade r Mysore	Karnataka	8792049703
11-10-2020 12:25:19 pavannagendra15@gmail.com	Pavan.N	Student	Vivdyavardaka first grade r Mysore	Karnataka	8792049703
11-10-2020 12:25:19 pavannagendra15@gmail.com	Pavan.N	Student	Vivdyavardaka first grade r Mysore	Karnataka	8792049703
11-10-2020 12:25:38 balagangadharakt@gmail.com	Balagangadhara K T	Student	Balagangadhara K T Community institute of mai	Karnataka	+918495976649
11-10-2020 12:25:55 darshansmahadev28@gmail.com	Darshan s mahadev	Student	Vidya vardhaka first grade Mysuru	Karnataka	7022904641
11-10-2020 12:26:51 shivanagowda100@gmail.com	Shivana gowda	Student	Community Institute of bus Bangalore	Karnataka	7760774413
11-10-2020 12:29:10 dhanushdhanu8905@gmail.com	Dhanush M N	Student	Vidhyavardhaka first grade Mysore	Karnataka	7899126508
11-10-2020 12:30:46 chetana.sb@gmail.com	Chetana.S.B.	Assistant Professor	Government Law college Ramanagara	Karnataka	9880284865
11-10-2020 12:31:12 pavannagendra15@gmail.com	Pavan.N	Student	Vivdyavardaka first grade r Mysore	Karnataka	8792049703
11-10-2020 12:31:32 pavannagendra15@gmail.com	Pavan.N	Student	Vivdyavardaka first grade r Mysore	Karnataka	8792049703
11-10-2020 12:33:18 likuraj1998@gmail.com	Likhitha R	Student	Community Institute of Mai Bengaluru	Karnataka	9008543412
11-10-2020 12:48:12 meykumar25@gmail.com	Mey Kumar	Student	Mey Kumar Vidya vardhka first Grade r Mysore university	Karnataka	9380756394
11-10-2020 12:51:07 kudumula1970@gmail.com	Dr. k. Madhavi	Assistant Professor	Maharani Women's Arts. C Bengaluru	Karnataka	8105066598
11-10-2020 12:53:39 gprathibha.s@gmail.com	Prathibha G	Assistant Professor	BMS college for women Bengaluru city university	Karnataka	9739318880
11-10-2020 13:11:06 bhavaniatwork@gmail.com	Dr. Bhavani M	Associate Professor	Pooja Bhagavat Memorial Mysore	Karnataka	09449835622
11-10-2020 13:13:37 anupamas@vfvfg.ac.in	Anupama	Student	Vidya vardaka first grade c Mysore	Karnataka	9945196643
11-10-2020 13:15:36 anupamas@vfvfg.ac.in	Anupama	Student	Vidya vardaka first grade c Mysore	Karnataka	9945196643
11-10-2020 13:15:40 vinodas@vfvfg.ac.in	Vinoda s	Student	Vidyavardhaka First Grade Mysore	Karnataka	8050046715
11-10-2020 13:16:02 muralidhar6384@gmail.com	Muralidhara K	Assistant Professor	Indian academy degree co Bengaluru	Karnataka	9036363638
11-10-2020 13:17:04 vinodas@vfvfg.ac.in	Vinoda s	Student	Vidyavardhaka First Grade Mysore	Karnataka	8050046715
11-10-2020 13:18:41 vinodas@vfvfg.ac.in	Vinoda s	Student	Vidyavardhaka First Grade Mysore	Karnataka	8050046715
11-10-2020 13:35:44 vinodas@vfvfg.ac.in	Vinoda s	Student	Vidyavardhaka First Grade Mysore	Karnataka	8050046715
11-10-2020 13:36:54 vinodas@vfvfg.ac.in	Vinoda s	Student	Vidyavardhaka First Grade Mysore	Karnataka	8050046715
11-10-2020 13:47:27 Vimaladithyan363@gmail.com	G. Vimal adithyan	Student	Dr. Sns rajalakshmi colleg Coimbatore	Tamil nadu	9043125923
11-10-2020 14:20:17 veena.mn1@gmail.com	VEENA M N	Assistant Professor	Bharathi College Mandya	Karnataka	9036124360
11-10-2020 14:52:05 pavithrashekar1984@gmail.com	Dr.CS Pavithra	Assistant Professor	University of Mysore Government first grade col	Karnataka	9743852383
11-10-2020 14:58:05 ankithgowda847@gmail.com	ANKITH GOWDA P	Student	Vidyavardhaka First Grade Mysure	Karnataka	8151068626
11-10-2020 14:58:14 ankithgowda847@gmail.com	ANKITH GOWDA P	Student	Vidyavardhaka First Grade Mysure	Karnataka	8151068626
11-10-2020 15:26:41 nuthanavp17@gmail.com	Nuthana v p	Student	VTU PG center Mysuru Mysore	Karnataka	8970061266
11-10-2020 15:31:45 sharadasiddhesh@gmail.com	K. B. Sharada	Assistant Professor	St.francies Xavier's girls h Bangalore	Karnataka	7204730904
11-10-2020 15:39:34 dhananjayapalahalli@gmail.com	Dr. DHANANJAYA PALA	Associate Professor	Vidyavardhaka first grade Mysuru	Karnataka	9880006448

11-10-2020 16:02:54 gayatridadmi@gmail.com	GAYATRI DADMI	Assistant Professor	Government First Grade C Bagalakat	Karnataka	9449168367
11-10-2020 16:15:51 sherylbhadrapappa7@gmail.com	SHERLY SHUBHA J M	Assistant Professor	Maharani's Women's Com Mysuru	Karnataka	9481437599
11-10-2020 19:24:26 vharishbabu6@gmail.com	Harishbabu.V	Assistant Professor	VVFG College, Mysuru	Karnataka	9964174440
11-10-2020 19:35:18 kudumula1970@gmail.com	Dr. k. Madhavi	Assistant Professor	Maharani Women's Arts, C Bengaluru	Karnataka	8105606598
11-10-2020 19:45:17 harishbabuv6@gmail.com	Harishbabu.V	Assistant Professor	Vidyardhaka First Grade Mysuru	Karnataka	9964174440
11-10-2020 19:59:52 vanudongre@gmail.com	VARUN DONGRE	Assistant Professor	VARUN DONGRE Dakshina kannada	KARNATAKA	07204467501
11-10-2020 20:13:15 sindhuvel242@gmail.com	SINDHUJA.V	Student	SNS COIMBATORE	TAMIL NADU	8056751150
11-10-2020 20:16:32 balaraj825@gmail.com	BALARAJ K	Assistant Professor	Govt first grade college pa Mandya	Karnataka	9164086625
11-10-2020 20:18:19 keshavamurthynspura@gmail.com	KESHAVA MURTHY NS	Assistant Professor	GFGC Pandavapura mandya	karnataka	9901916813
11-10-2020 20:26:20 Shruthisuresh65@gmail.com	Shruthi. M. T	Research Scholar	University of Mysore Mysore	Karnataka	8152816358
11-10-2020 20:32:04 natarajuom@gmail.com	Dr. Nataraj. S	Associate Professor	University of Mysore Mysore	Karnataka	9740140714
11-10-2020 21:38:14 chinmayiammu16@gmail.com	Dr.Pradeep G Desai	Associate Professor	Adichunchanagiri Institute Chikmagat	Karnataka	9449651211
11-10-2020 22:12:50 faridabegum.mba@rathinam.in	N.FARIDA BEGUM	Assistant Professor	RATHINAM INSTITUTE O COIMBATORE	TAMIL NADU	9952433456
11-10-2020 22:13:02 shalinirajesh1299@gmail.com	Dr. SHALINI R	Professor	Adarsh Institute of Manage Bangalore	Karnataka	9845990070
11-10-2020 23:03:36 govindaraju431@gmail.com	Govindaraju B V	Associate Professor	Kengeri First Grade Colleg Bangalore	Bangalore University(Karn.	9740974052
11-11-2020 0:15:21 sandybim2009@gmail.com	Dr.Sandhya B S	Professor	Srishti College of Commer Bangalore	Karnataka	8861380242
11-11-2020 6:48:42 kasiparamala@gmail.com	PARAMALA KASI VISWAJ	Student	CIMS B SCHOOL BANGALORE	KARNATAKA	8309034599
11-11-2020 7:51:56 kividyamala70@gmail.com	Dr. VIDYAMALA	Professor	C. B. BHANDARI JAIN CC Bangalore	Karnataka	8861456817
11-11-2020 8:09:28 sangeethashirtadi398@gmail.com	Sangeetha shanuboga	Academician	Sangeetha shanuboga Dakshina kannada	Karnataka	09591145862
11-11-2020 8:42:36 snehar13@yahoo.com	SRI HARI	Professor	SSMRV COLLEGE BANGALORE	KARNATAKA	9741714661
11-11-2020 8:54:11 lathamani17@rediffmail.com	Dr Lathamani Ramachand	Associate Professor	VVFGC & SKPFPGC Mysuru	Karnataka	09916469776
11-11-2020 9:32:22 siddaraju87@gmail.com	SIDDARAJU S	Research Scholar	Vidyardhaka First Grade Mysuru	Karnataka	8050922087
11-11-2020 10:06:12 Rohithdrohith@gmail.com	Rohith D	Student	Vidya vardhaka first grade Mysore	Karnataka	9353069803
11-11-2020 10:33:15 roopapraveen2004@gmail.com	Roopashree B R	Assistant Professor	Dayananda Sagar Busines Bangalore	Karnataka	9845992203
11-11-2020 10:35:44 keerthi1826@gmail.com	Keerthishree N	Assistant Professor	Dayananda Sagar Busines Bangalore University	Karnataka	9964397714
11-11-2020 11:03:45 harishkibangalore@gmail.com	K L HARISH	Research Scholar	DAYANANDA SAGAR UN Bangalore	Karnataka	9945963236
11-11-2020 11:24:33 zahidamairaj12@gmail.com	Zahida Mairaj	Student	Visvesvarya technological Mysore	Karnataka	9538061375
11-11-2020 11:45:08 nprajwal2001@gmail.com	Prajwal.N	Student	Vidya vardhaka first grade Mysore	Karnataka	8197785602
11-11-2020 12:01:49 palaxetti@gmail.com	Prakash Annappa Laxetti	Assistant Professor	GFGC Gokak Rcu Belagavi	Karnataka	9845911377
11-11-2020 12:20:12 raochaitra28@gmail.com	Chaitra Rao	Professor	Alva's degree college Moo Dakshina Kannada	Karnataka	9483913792
11-11-2020 12:59:03 harshagowda1630@gmail.com	Harsha. K	Student	Vidyardhaka First grade Mysore	Mysore	6361727258
11-11-2020 13:18:32 lzra.mohammedi@gmail.com	Mubin Taj	Assistant Professor	Vidyardhaka First Grade Mysore	Karnataka	9066167058
11-11-2020 13:21:45 manjula.bn926@gmail.com	Manjula B M	Associate Professor	Vidyardhaka First Grade Mysore	Karnataka	9901239772
11-11-2020 13:24:40 harshithamappaji@gmail.com	HARSHITHA M	Assistant Professor	Vidyarddaka first grade c Mysore university	Karnataka	07022094457
11-11-2020 13:34:17 rashmirash112298@gmail.com	Rashmi	Student	Government first grade wo Mysore	Karnataka	7337722155
11-11-2020 14:16:14 mamtaramesh22@gmail.com	Mamta Ramesh	Assistant Professor	M. E. S College of Arts, Cc Bangalore North	Karnataka	9449026002
11-11-2020 15:04:15 keerthanacp2@gmail.com	Keerthana. CP	Student	Nisarga college of manage Chamaraajanagara	Karnataka	9916151619
11-11-2020 15:06:55 monisha1@vifgc.com	Monisha. J	Student	Vidhya vardhaka first grad Mysore	Karnataka	8861649046
11-11-2020 15:07:46 keerthanacp2@gmail.com	Keerthana. CP	Student	Nisarga college of manage Chamaraajanagara	Karnataka	9916151619
11-11-2020 15:09:00 manojgowda55267@gmail.com	Manoj R	Student	Vidya vardhaka first grade Mysore	Karnataka	8147339524
11-11-2020 15:09:21 manojgowda55267@gmail.com	Manoj R	Student	Vidya vardhaka first grade Mysore	Karnataka	8147339524
11-11-2020 15:09:47 megha.m2112000@gmail.com	Megha.m	Student	Nisarga collage of manage Chamaraajanagar	Karnataka	7892484357
11-11-2020 15:10:04 manojgowda55267@gmail.com	Manoj R	Student	Vidya vardhaka first grade Mysore	Karnataka	8147339524
11-11-2020 15:10:11 manojgowda55267@gmail.com	Manoj R	Student	Vidya vardhaka first grade Mysore	Karnataka	8147339524
11-11-2020 15:13:10 megha.m2112000@gmail.com	Megha.m	Student	Nisarga collage of manage Chamaraajanagar	Karnataka	7892484357

11-11-2020 15:15:21 vinayak-me@dsu.edu.in
11-11-2020 15:17:17 megha.m2112000@gamil.com
11-11-2020 15:18:52 sunisuneethap@gmail.com
11-11-2020 15:21:40 megha.m2112000@gamil.com
11-11-2020 15:29:18 shwethanishu7@gmail.com
11-11-2020 21:09:11 abhi.mysore1991@gmail.com
11-12-2020 10:46:14 meerabaivvic@gmail.com
11-12-2020 11:49:17 raginisathish12@gmail.com
11-12-2020 11:50:49 tasmiya762khans@gmail.com
11-12-2020 14:10:11 ar01121998@gmail.com
11-12-2020 18:05:55 lrameshkumar008@gmail.com
11-13-2020 20:56:31 pavipavibppura@gmail.com
11-22-2020 11:17:35 kudumula1970@gmail.com

Dr Vinayak
Megha.m
Suneetha.P
Megha.m
Shwetha
Abhilasha N
Prof Meera Bai K
RAGINI B R
Tasmiya Kouser RK
ANILKUMAR S
Ramesh Kumar L
PAVITHRA H B
Dr. k. Madhavi

Associate Professor
Student
Assistant Professor
Student
Assistant Professor
Research Scholar
Assistant Professor
Assistant Professor
Assistant Professor
Student
Associate Professor
Professor
Assistant Professor

Dayananda Sagar Univers Bangalore
Nisarga clg of managemer Chamarajanagar
SAC College Nagamangal Mandya
Nisarga clg of managemer Chamarajanagar
Basudev Somani college Mysore
Indira Gandhi National ope New delhi
Vidyavardhaka Law Colleg Mysore
Rural College Kanakapura Ramanagara
Rural degree college Ramnagara
VISVESVARAYA TECHN(Mysore
Sree Veerendra Patil Degr Bangalore
Government P U college Mandya
Maharani Women's Arts, C Bengaluru

Karnataka
Karnataka
Karnataka
Karnataka
Karnataka
New Delhi
Karnataka
Karnataka
Karnataka
Karnataka
Karnataka
Karnataka
Karnataka

9910275510
7892484357
9008139832
7892484357
8197976625
9620925899
9886644876
9741458222
7892772725
8880837605
+919036127926
8197103353
8105606598

Vidyavardhaka Sangha (R), Mysuru



Vidyavardhaka First Grade College

Sheshadri Iyer Road, Mysuru - 570001



PG Centre, Department of Studies in Commerce

In Association with

Vidyavardhaka Research Foundation & IQAC

Organizing

TWO-DAY EXPERIENTIAL WORKSHOP

on

“Research Methodology in Social Sciences”



INAUGURATION



Chief Guest

Prof. H Rajashekar

Honorable Vice Chancellor (Incharge)
University of Mysore, Mysuru

Key Note Address

Dr. Mahesh M V

Associate Professor and Dean
Xavier Institute of Management and Entrepreneurship Bengaluru

Presided by

Sri Gundappa Gowda

Hon. President, V.V. Sangha, Mysuru

Guests of honour

Er. P Vishwanath

Hon. Secretary, V.V. Sangha, Mysuru

Sri Shrishaila Ramannavar

Hon. Treasurer, V.V. Sangha, Mysuru

Sri T Nagaraju

Chairman, CMC, VVFGC, Mysuru

S Poornima
HOD (Incharge)

Dr. S MariGowda
Principal

All are cordially invited

Date : 25th November, 2022 Time:9:30 AM

Venue : Sri P M Chikkaboraiah Hall

Teaching, Non-Teaching Staff and Students

Inauguration 9:30 to 10.15 am

Chief Guest

Prof. H Rajashekar

Honorable Vice Chancellor (Incharge)

University of Mysore, Mysuru

WORKSHOP DETAILS

DAY-1 - 25 th November, 2022		
Timing	Session Topic	Resource Person
10:30 am 11:45 am	Introduction to Social Science Research, <ul style="list-style-type: none">Steps in Research Process:a) Identification of Research Problemb) Converting Problem into Researchc) Formulation and Planning	Dr. MAHESH M V Associate Professor and Dean Xavier Institute of Management and Entrepreneurship Bengaluru
11:45 am 12:00 pm	Tea Break	
12:00 pm 01:30 pm	<ul style="list-style-type: none">Systematic Literature Review Using VOSviewer and RReferencing and Citations	Prof. SAMUEL MORES G Assistant Professor School of Commerce Presidency University, Bengaluru
01:30 pm 02:15 pm	Lunch Break	
02:15 pm 04:00 pm	<ul style="list-style-type: none">Exploring the right Journal for Publication	Prof. SAMUEL MORES G Assistant Professor School of Commerce Presidency University, Bengaluru
DAY-2 - 26 th November, 2022		
Timing	Session Topic	Resource Person
10:00 am 11:45 am	<ul style="list-style-type: none">Testing of Hypothesis- Parametric TestLarge Sample TestSmall Sample Test	Dr. Mavitha T S Assistant Professor in Statistics, Dept. of Community Medicine, Chamarajanagara Institute of Medical Sciences, Chamarajanagara
11:45 am 12:00 pm	Tea Break	
12:00 pm 01:15 pm	<ul style="list-style-type: none">Non Parametric TestChi-Square Test	Dr. Mavitha T S Assistant Professor in Statistics, Dept. of Community Medicine, Chamarajanagara Institute of Medical Sciences, Chamarajanagara
01:15 pm 02:00 pm	Lunch Break	
02:00 pm 04:00 pm	<ul style="list-style-type: none">Statistics using 'R'	Dr. Praveena A S UGC-Assistant Professor DoS in Statistics, UoM Manasagangothri, Mysuru
4:00 pm 4:30 pm	Feedback Session	





ವಿದ್ಯಾವರ್ಧಕ ಸಂಘ (೦.) ಮೈಸೂರು

ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಮೈಸೂರು - 570001

VIDYAVARDHAKA FIRST GRADE COLLEGE

(Affiliated to University of Mysore, Approved by Govt. of Karnataka and Accredited by NAAC with 'B' Grade)
Sheshadri Iyer Road, Mysuru - 570 001

Dr. S. Mari Gowda, M.Com., Ph.D.,
Principal
E-mail : mari_marigowda@yahoo.com

P. G. CENTRE

Off : 0821- 2420284
0821- 2421619
E-mail : vvpgrcmcom@yahoo.co.in
website : www.vfgc.in

No. VFPGC :

ಪ್ರಕಟಣೆಯ ಕೃಪೆಗಾಗಿ

ನಗರದ ಶೇಷಾದ್ರಿ ಅಯ್ಯರ್ ರಸ್ತೆಯಲ್ಲಿನ ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜಿನ ಸ್ನಾತಕೋತ್ತರ ಎಂ.ಕಾಂ ವಿಭಾಗ ಹಾಗೂ ವಿದ್ಯಾವರ್ಧಕ ಸಂಶೋಧನಾ ಪ್ರತಿಷ್ಠಾನದಿಂದ "Research Methodology in Social Sciences" ಎಂಬ ವಿಷಯದ ಕುರಿತು ಆಯೋಜಿಸಿದ್ದ ಎರಡು ದಿನಗಳ ಕಾರ್ಯಾಗಾರವನ್ನು ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಹಂಗಾಮಿ ಕುಲಪತಿಗಳಾದ ಪ್ರೊ.ರಾಜಶೇಖರ್.ಹೆಚ್.ಅವರು ಉದ್ಘಾಟಿಸಿದರು. ತಮ್ಮ ಉದ್ಘಾಟನಾ ಭಾಷಣದಲ್ಲಿ ಅವರು ಸಂಶೋಧನಾ ಕಾರ್ಯವನ್ನು ನಡೆಸುವ ಮುನ್ನ ಅದರ ಮೂಲ ಉದ್ದೇಶಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ಅದಕ್ಕೆ ಪೂರ್ವಭಾವಿಯಾಗಿ ಅವಶ್ಯಕವಿದ್ದ ಎಲ್ಲಾ ಕ್ಷೇತ್ರಕಾರ್ಯಗಳನ್ನು ಅಭ್ಯಸಿಸಿ ಮುಂದುವರೆಯಬೇಕು ಎಂದು ತಿಳಿಸಿದರು.

ಕಾಲೇಜಿನ ಪ್ರಾಂಶುಪಾಲರಾದ ಡಾ.ಎಸ್.ಮರೀಗೌಡ ಅವರು ಕಾರ್ಯಾಗಾರದ ಉದ್ದೇಶ ಹಾಗೂ ಅಗತ್ಯತೆಯ ಕುರಿತು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸುತ್ತಾ, ಕಾರ್ಯಾಗಾರವು ಪಿಹೆಚ್.ಡಿ ಮಾರ್ಗದರ್ಶಕರಿಗೆ, ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ, ಅಧ್ಯಾಪಕರಿಗೆ ಹಾಗೂ ಸ್ನಾತಕೋತ್ತರ ವಿಭಾಗದ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಹೇಗೆಲ್ಲ ಅನುಕೂಲತೆಗಳನ್ನು ಒದಗಿಸುತ್ತದೆ ಎಂಬುದನ್ನು ತಿಳಿಸಿಕೊಟ್ಟರು. ಎರಡೂ ದಿನಗಳು ನಡೆಯುವ ಕಾರ್ಯಾಗಾರದಲ್ಲಿನ ತಾಂತ್ರಿಕ ಅಧಿವೇಶನಗಳು ಹಾಗೂ ಅದರಲ್ಲಿ ಭಾಗವಹಿಸುವ ಸಂಪನ್ಮೂಲ ವ್ಯಕ್ತಿಗಳನ್ನು ಪರಿಚಯಿಸಿದರು.

ಕಾರ್ಯಾಗಾರದಲ್ಲಿ ಅಧ್ಯಕ್ಷೀಯ ಭಾಷಣವನ್ನು ಮಾಡಿದ ಸಂಸ್ಥೆಯ ಗೌರವ ಅಧ್ಯಕ್ಷರಾದ ಶ್ರೀ.ಗುಂಡಪ್ಪಗೌಡರವರು ಇಂದಿನ ಆಧುನಿಕ ಜಗತ್ತಿನಲ್ಲಿ ಪಿಹೆಚ್.ಡಿ., ಪದವಿಯ ಅವಶ್ಯಕತೆ ಇದ್ದು ಸ್ನಾತಕೋತ್ತರ ಪದವಿ ಪಡೆದು ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರದಲ್ಲಿ ಆಸಕ್ತಿ ಹೊಂದಿರುವ ಅಭ್ಯರ್ಥಿಗಳು ಮಾತ್ರ ಪಿ.ಹೆಚ್.ಡಿ ಸಂಶೋಧನೆಗೆ ತೊಡಗಿಕೊಳ್ಳುತ್ತಿರುವುದು ಸಾಮಾನ್ಯವಾಗಿದೆ. ಆದರೆ ಕಾರ್ಪೊರೇಟ್ ಕ್ಷೇತ್ರದಲ್ಲಿರುವ ಅಭ್ಯರ್ಥಿಗಳು ಸಹ ಸಂಶೋಧನೆಗೆ ಹೆಚ್ಚು ಪ್ರಾಮುಖ್ಯತೆ ನೀಡಿದರೆ ಒಳಿತಾಗುತ್ತದೆ ಎಂದು ಅಭಿಪ್ರಾಯಪಡುತ್ತಾ ಕಾರ್ಯಾಗಾರದ ಯಶಸ್ಸಿಗೆ ಶುಭಕೋರಿದರು.

ಸಂಸ್ಥೆಯ ಗೌರವ ಕಾರ್ಯದರ್ಶಿಗಳಾದ ಶ್ರೀ.ಪಿ.ವಿಶ್ವನಾಥ್ ಅವರು ಮುಖ್ಯ ಅತಿಥಿಗಳಾಗಿ ಭಗವಹಿಸಿದ್ದರು. ಸಂಸ್ಥೆಯ ಗೌರವ ಕೋಶಾಧ್ಯಕ್ಷರಾದ ಶ್ರೀ.ಶ್ರೀಶೈಲರಾಮಣ್ಣವರ್ ಅವರು ಉಪಸ್ಥಿತರಿದ್ದರು. ವಿದ್ಯಾರ್ಥಿನಿ ಕು.ಮೇಘನಾ.ವಿ ಪ್ರಾರ್ಥಿಸಿದ ಕಾರ್ಯಕ್ರಮವನ್ನು ವಿದ್ಯಾವರ್ಧಕ ಸಂಶೋಧನಾ ಪ್ರತಿಷ್ಠಾನದ ಪ್ರಭಾರ ನಿರ್ದೇಶಕರಾದ ಪ್ರೊ.ಪೂರ್ಣಿಮ.ಎಸ್ ಅವರು ಸ್ವಾಗತಿಸಿದರು. ಪ್ರೊ.ಅನುಷ್.ಎಂ.ಸಿ ನಿರೂಪಿಸಿ, ಪ್ರೊ. ಸೌಮ್ಯ ಎಂ ವಂದಿಸಿದರು.

S. Poornima

S. Poornima

ಪ್ರಾಚಾರ್ಯರು
ಸ್ನಾತಕೋತ್ತರ ಕೇಂದ್ರ,
ವಿದ್ಯಾವರ್ಧಕ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು
ಮೈಸೂರು-570 001



Vidyavardhaka First Grade College
PG Department of Commerce
Sheshadri Iyer Road, Mysuru - 570001
Website: <https://www.vvfgc.ac.in/>




ONE DAY NATIONAL LEVEL ONLINE WORKSHOP

ON

“SOCIAL SCIENCE RESEARCH: RELEVANCE AND APPROACH”

Date: 05th January 2021 10.00 am - 03.30 pm

The Vidyavardhaka First Grade College, PG Department of Commerce in association with Vidyavardhaka Research Foundation and IQAC wing organize One Day National Level ONLINE Workshop on “SOCIAL SCIENCE RESEARCH: RELEVANCE AND APPROACH”. The webinar is free for all community, kindly click the given link for registration.

Registration Link  <https://forms.gle/Sq89BBTbWMFLrBbk9>

ABOUT THE WORKSHOP

The institutions of higher education in India are facing crucial challenge in creating, nurturing and maintaining the level of quality research especially in Social Science. The need of the hour is to develop a sound methodological base of research among the budding educationists and researchers to cope up with future challenges. A good research methodology is a key to sound research output. To operationalize this vision, there is need to train, reorient and reactivate the researchers in the social science on research methodology. In this background, the workshop is an effort by Post Graduation Department of Commerce, VVFGC, to enrich the beneficiaries in social science on research methodology. The workshop is expected to cover the basics of research methodology focusing on theoretical and practical inputs specifically on the Research Paradigm, Review of Literature and advance Interview Techniques. The Department has taken this initiative to propagate and conduct the Research Methodology Workshop extensively to help the budding researchers to do quality research.

Objectives

- To enable the participants to understand research paradigms.
- To make aware the participants about latest trends in social science research discipline pertaining to advanced interview techniques.
- To impart capabilities for reviewing the related literature on a research in social science.

The workshop is divided into three sessions namely:

1. Research Paradigms : A new outlook
2. Synthesizing Related Literature on a Research Topic in Social Sciences.
3. Advanced Interview Techniques: A boon for Social Science Research.

Target Group: Academicians, Professionals, Students, and General Public.



SESSION 1

RESEARCH PARADIGM : A FRESH RELOOK

Time : 10.00 am to 11.30 am

Dr. SHARAD SURE

**Assistant Professor,
Azim Premji University,
Sarjapura
Bengaluru**

Dr. Sharad Sure Educational Qualification reveals that he is basically an M.Ed (2005) from Regional Institute of Education (NCERT), Mysuru - University of Mysore, M.Sc. in Mathematics (2007) from Kuvempu University and Ph.D in Education (2012) from Regional Institute of Education (NCERT), Mysuru – University of Mysore. His Work Experience includes Lecturer in School of Education, Amrita University, Mysuru from June 2005 to May 2011 and Assistant Professor, School of Education at Azim Premji University from May 2011 till date. His Contribution to various fields comprises Workshops for mathematics teachers from Kendriya Vidyalayas, Navodaya Vidyalaya, Karnataka, Member of Textbook Review Committee (various grades), Mathematics Textbooks developed by DSERT, Bangalore, Chairperson, Textbook translation Committee (various grades) and also contributed to Teacher development material prepared by NCERT, RIE (Mysuru) and TESS India, he has been the resource person for various workshops for Teacher Educators organized by DSERT, RIE and TISS. His Current Research work explores 'Mathematics teachers' knowledge, beliefs and practices' and 'Teacher best practice towards inclusive schools'.



SESSION 2
SYNTHESIZING RELATED LITERATURE ON A RESEARCH
TOPIC IN SOCIAL SCIENCES
Time : 11.30 am to 1.00 pm

SESSION 3
ADVANCED INTERVIEW TECHNIQUES: A BOON FOR SOCIAL
SCIENCE RESEARCH
Time : 2.00 pm to 3.30 pm

Dr. KHAISER JAHAN BEGUM
Professor(Rtd) of Library and Information Science
UOM, Mysuru

Dr. Khaiser Jahan Begum is a Professor of Library and Information Science, recently retired from University of Mysore, Mysuru. She has put in 40 years of fruitful teaching and research service at Post Graduate level. She has been an efficient administrator and brought laurels to the Department of Library and Information Science. She has to her credit 350 Research papers published in Peer review journals, conference proceedings and composite books. She has successfully guided 16 Ph.D., students and published almost all of them in the form of books from Lap Lambert, Germany.

Her recent work is a student hand book on 'Corporate Libraries and Information Centers' published from Delhi. She has taught Research Methodology for nearly two decades. Her passion is to teach the researcher how to write review of related literature and reference management tools for organizing bibliography in a thesis. She has been awarded 'Karnataka State Best Librarian Award'. She has also been adjudged as 'Shishya Mecchchida Guru' in PG Teachers' category by Negilayogi and Vidyavardhaka Sangha (Regd) Mysuru.

Kindly click the registration link to enroll for the webinar <https://forms.gle/Sq89BBTbWMFLrBbk9>

*Google Meet link will be sent via registered mail ID after the registration.

e-certificate of participation will be issued after the feedback submission

ORGANISING COMMITTEE
CHIEF PATRONS

Sri. Gundappa Gowda
Hon. President,
V.V. Sangha (R), Mysuru

Er. P. Vishwanath
Hon. Secretary,
V.V. Sangha (R), Mysuru

Sri. Shrishaila Ramannavar
Hon. Treasurer,
V.V. Sangha (R), Mysuru

PATRON

Dr. S. Mari Gowda
Director, VVRF,
Academic Director, VVFGC

Prof. Manjula B.M
Principal, VVFGC

Dr. Ashwini S
Workshop Coordinator
HOD, PG Centre, VVFGC