

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

Coimbatore – 641 029

DEPARTMENT OF PG AND DEPARTMENT OF COMMERCE AND DEPARTMENT OF COMMERCE WITH PROFESSIONAL ACCOUNTING

Department Activity for the Academic Year 2018-2019

RBI's Household survey

A case study to examine the socio economic conditions and the perception on the conditions of General economy in select districts of Tamil Nadu

- Report -

The RBI Chennai selected Kongunadu Arts and Science College, Coimbatore to conduct the household survey in Coimbatore region in the topic on 'A case study to examine the socio economic conditions and the perception on the conditions of General economy in select districts of Tamil Nadu'. The students of the college conducted the survey from 20/06/2018 to 22/06/2018 and completed it successfully. Mr. Hemant Kumar, Director, Department of Statistics and Information Management (DSIM), RBI and Mr. S. M. Balaji, Assistant Manager, DSIM, RBI, Chennai visited the college on 19/06/2018 at 10 a.m. and gave orientation to the students and staff coordinators for conducting the survey in Coimbatore city. Dr. M. Revathi Bala and Dr. S. Uma, Associate Professors of Commerce coordinated the conduct of survey. The coordinators involved in field verification, phone verification and schedule scrutinization of the questionnaires.



Methodology of Data collection

Vadavalli, Thudiyalur, Nallampalayam, R.S.Puram and Periyanaicken Palayam were chosen as the areas for data collection. The officers trained the students and they explained the ways to tackle the problems while conducting the survey among the various strata of the society. Students were strictly instructed to avoid the conduct of survey at the market premises, bus stands and railway station. The total sample size was estimated to 300. The students were asked to collect the data as per the proportion of the samples mentioned in each stratum in the following pattern:

Stratum	Proportion (in %)
Salaried	25
Self employed	15
Daily wages	15
House wife	25
Pensioner or Retired	10
Unemployed	5
Students	5

These samples have been covered as per the proportion of stratification instructed by the RBI. The sample list is attached at the end of this report. Five students of PG & Research Department of Commerce were involved in the survey. The students showed their keen interest to meet the sample respondents and to gather the data from 9 am to 6 pm. Each day they submitted the data to the respective staff coordinators and shared their experiences. The work done and work due list evidences showed the regularity and sincerity of the students.

Field level Experiences

The questionnaire provided during this year (June 2018) is found logical, chronological and accurate to elicit necessary facts from the respondents. The schedule is very suitable and systematic to cross verify the data. The respondents are reluctant to reveal their income, expenditure and savings. The interviewers collected these details by the critical examination of various questions listed in the schedule. Most of the house wives and student category are expected to come forward to provide necessary details with added exposure about the general economical trends and share the exact income and savings pattern of their family members. It is assumed that 75 percent of the sample respondents are unaware about the concept 'inflation'. But, they can be able to understand and express about the rate of price changes in the next one year. Most of the

respondents consider that GST is the main cause for the rise in prices of various product categories. However, they perceived the improvement in the general economic conditions of the nation.

More than 90 percent of the respondents did not invest in mutual fund schemes, shares and stocks. But most of them have invested in bank deposit schemes and insurance schemes. The bank account is maintained by almost all the respondents except very few. The respondents are familiar to use ATM card. The awareness on internet banking and mobile banking were very low. The respondents are not aware about the e-wallet except very few.

The respondents borrowed from both institutional and non institutional agencies mainly for the purposes of house construction. Personal loans (social ceremonies, vehicle, purchase of goods, general purposes), house construction and education loans were obtained by the most of the respondents in the study areas. It is mainly observed that source - wise borrowings are to be asked along with the purposes and interest rates together. It would be more convenient to match the sources of borrowings along with the purpose. The respondents inhibited to express about the loan outstanding details due to self esteem. Most of the respondents approach the money lenders, friends and relatives apart from the institutional agencies. Few respondents expressed that they used to approach their owners for fulfilling their urgent financial needs.

The survey helped to establish proper societal linkages. The opportunity given by the RBI facilitated to realize the role of academic institutions to extend their knowledge and services to the society.

Guest Lecture on 'Latest Technology Developments in Banking Industry'
on 28.06.2018

The Jubilant Association of PG & Research Department of Commerce and Commerce (Professional Accounting) has arranged the Guest Lecture on 31.08.2018 at 8 a.m in the Conference Hall. **Mr. N. Senthamarai**, Syndicate Bank Manager (Retd.),

Financial Literacy Counseller, Disha Trust (Supported by ICICI), Coimbatore delivered a guest lecture in the topic on ‘Latest Technology Developments in Banking Industry’.



The chief guest traced out the origin and development of banking in India. He highlighted the importance of nationalization followed by social control over banks. He imparted the students with latest technologies adopted in banks such as ATM, credit cards, debit cards etc. He explored the pros and cons

of mobile banking and internet banking. He stated the differences between RTGS and NEFT. He emphasized the need for maintaining pass word secrecy. He threw light on the digitalization of banks in the digital era of globalization. Especially, Core Banking Solutions, Know Your Customer Norms, Privacy and Security needs, ATM operations etc. He encouraged the students to know about technology driven banking system in order to be the part of it.



Dr. V. Chinnusamy, Chief Executive Officer delivered the presidential address. **Dr.M.Revathi Bala**, The Head, PG Department of Commerce welcomed the gatherings. **Dr. M. Usharani**, Assistant Professor proposed vote of thanks. More than 350 students have actively participated in the programme.

**International Workshop on
“Organizational Effectiveness: Inspire, Innovate and Initiate”**

**Department of Commerce (PG) and Research and Commerce with
Professional Accounting
17th September, 2018**

International Workshop on “Organizational Effectiveness: Inspire, Innovate and Initiate” was organized by Department of Commerce (PG) and Research and Commerce with Professional Accounting on 17th September 2018. Dr. M. Revathi Bala, Associate Professor and Head, welcomed the gathering.

Dr.S.Nakkiran, Professor, Ambo University, Ethiopia and Dr.Joggi Subramaniam, Professor, Wollo University, Ethiopia were the chief guest.

Dr.V.Chinnusamy, Chief Executive Officer, delivered the presidential address. He highlighted the need for Leadership, Communication, Accountability, Delivery, Performance and Measurement required for promoting the efficiency of the organization.

Dr.Joghee Subramani, Professor, Wollo University, Ethiopia, delivered the inaugural address. He highlighted the A-Z wheel of Organizational Effectiveness. He explained the various aspects of organizational effectiveness such as Accountability, benchmarking the best practices, choices related to organizational structure, degree or specialization and autonomy- decentralization, effective performance standards for evaluation, formalization of rules, Goodwill/Image/Reputation Building, Yeoman Service rendering and Z-management for employee loyalty required to reach the observable outcome.



Dr.S.Nakkiran, Professor, Ambo University, Ethiopia, highlighted the leading industrialist stories of success and failure. He pointed out that most organizations fail due to ineffective plans. Planning is the root for all success for any organization. He asked the students to enrich their communication skills and highlighted how Indian in various leading countries achieves.

Technical session I was handled by Kadamai Kanthan. In his speech, he insisted the student to be optimistic and drive away the fear. He motivated the students to achieve in their life and career by enriching their knowledge and doing hardwork.

Technical session II was handled by Mr.S.Sukumar, Founder and Director, Global Vision Academy. He highlighted the ways for effective time management. Need for creative thinking and clarity in thoughts alone can make an individual successful, he added.



Dr. K.Priya, Head, Department of Commerce, Vivekananda College of Arts and Science College for Women, Thiruchengodu, delivered the valedictory address. She congratulated the efforts of Commerce (PG) in conducting this workshop which is a platform to learn and lead.

Ms.N.Sruthi, Assistant Professor, Department of Commerce (PG & Research) and Commerce (PA) proposed vote of thanks.

**Signing of MoU with The Auditors Association of Southern India
(TAASI)**

Title of the linkage	Name of the partnering institution/ industry /research lab with contact details	Year of commencement	Duration (From-To)	Nature of linkage	Name of the participant	Link of the relevant document
MoU to conduct Job Oriented Course (JoC) on ERP Tally 9.0	The Auditors' Association of Southern India (TAASI)	2018	June 2018 to May 2019	MoU	B.Com PA Main and Additional Students (120)	Attached (Attendance, Sample certificates and MoU)

BSE's Capital Market Awareness Programme

18th December, 2018



Department of Commerce (PG & Research) and Department of Commerce (PA) organized BSE's Capital Market Awareness programme on 18th December, 2018. Mr.K.Thangaraj, Senior Associate, Lotus Knowwealth, Mumbai, was the chief guest. He addressed "Our country India has more funds with no productivity;

and these funds will improve our economy as a whole, if properly utilized". He explained how our savings can be put in the form of investment and various investment alternatives available and its benefits to an individual investor. He explained the need for investing in Capital market and the role of SEBI and

other regulators in investor protection. He showed the e-trading operations of BSE. Dr.R.Maharajothi Priya, Associate Professor of Commerce, welcomed the gathering. Ms.N.Sruthi, Assistant Professor of Commerce, delivered vote of thanks.

Investment and Financial Planning Awareness Programme

19th December, 2018

Department of Commerce (PG & Research) and Commerce (PA) organised



Investment and Financial Planning Awareness Programme on 19th December, 2018. Mr.K.Thangaraj, Managing Partner, Aashirvaadh Financial Services and Chartered Financial Goal Planner (CFGP), was the chief guest. As he pointed out that investment and financial planning are

very important to everyone's life as a businessman, investors and employees. He explained the mistakes committed by the common man in choosing the investment avenues. Further, he focused on better way of choosing the various sources of borrowing. He highlighted various investment schemes available and the benefit one can attain from it. He added, when risk is high, one can expect high return and on the other hand, low risk will give low returns. It becomes necessary to make in-depth analysis, before investing, he added.

Dr.M.Revathi Bala, Associate Professor and Head, Department of Commerce (PG & Research) and Commerce (PA), welcomed the



gathering. Dr.V.Chinnusamy, Chief Executive Officer, offered felicitations. Ms.N.Sruthi, Assistant Professor of Commerce, delivered vote of thanks.

State Level Seminar on ‘Role of Accounting Professionals in Promoting Indian Economy’ on 21.1.2019

PG & Research Department of Commerce and Department of Commerce (PA) of Kongunadu Arts and Science College organized a State level seminar on ‘Role of Accounting Professionals in Promoting Indian Economy’ on 21.01.2019. M. Sathya Kumar, Chartered Accountant was the chief guest. In his key note address, he specified the importance of active contribution of young generation to follow the Government initiatives such as Make in India, Skill India, Digital India etc. Entrepreneurship is the key for the economic upliftment of the nation, he added. He accelerated the interests of young commerce graduates to learn the innovative models based on ‘decision making and judgment’ by closely observing the changes taking place in foreign economy. Especially, the application of robotics technology like ‘Macro’ is used in Australia to enhance accounting and auditing practices. He also insisted the students to travel in spiritual path which would automatically explore the divinity in everyone’s life.

Dr. C.A. Vasuki, Secretary of the college delivered the presidential address. She highlighted the importance of ethical accounting practices in nation building. She discussed the impact of demonetization on the promotion of Indian Economy along with the need for regular payment of tax. Dr. V. Balasubramaniam, Principal welcomed the gathering. Dr. V. Chinnusamy, Chief Executive Officer offered felicitations. Dr. M. Revathi Bala, Coordinator of School of Commerce proposed the vote of thanks. More than 850 commerce students benefited out the programme.

