



# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

An Autonomous Institution, Approved by Government of Tamil Nadu  
Affiliated to Bharathiar University, Coimbatore. Re-accredited by NAAC with 'A' Grade  
Coimbatore - 641 048

## News Letter 2017 - 18

### EDITORIAL BOARD

#### CHIEF PATRONS

**Dr. Nalla G Palaniswami**

Chairman

**Dr. Thavamani D Palaniswami**

Secretary

#### PATRON

**Dr. P.R. Muthuswamy**

Principal

#### CHIEF EDITOR

**Dr. D. Parasakthi**

Professor & Head of the Department

#### EDITOR

**Ms. R. Swarnalakshmi**

Assistant Professor

#### EDITORIAL MEMBERS

Faculties & Students

## Department of Commerce with Corporate Secretaryship

### VISION

To make the students a responsible citizen of the nation, to develop the personality and communication skills of the students and to excel them in corporate knowledge.

### MISSION

To provide quality education, training and research facilities to the students of corporate secretaryship, to inculcate ethical, moral and social values in the minds of educators and students and to motivate and nurture co-operation, tolerance and mutual respect.

### OBJECTIVES

- ❖ To empower students as a Company Secretaries.
- ❖ To catalyze the corporate needs of the society.
- ❖ To nurture the knowledge of the students in corporate affairs.



## Seminars, Conferences, Guest Lecturers and Workshops

The department students have participated and won prizes in various Seminars, Conferences and Workshops.

- Papers Presented-27
- Seminars Participated-75
- Workshops Participated-39
- Events Participated - 80
- Sports-10

Sanjay S and Vikhashini C.T of I UG and Dharani R of II UG participated in the event "Tamil Poetry" organised by Tamilnadu Kalai Illakiya Perumandram and Department of Tamil, Hindusthan College of Arts and Science, Coimbatore on 08.07.2017.

On 14.07.2017, TECHBEAT '17 was organized by the department of Computer Technology, Dr. N.G.P. Arts and Science College, Coimbatore in that P.Wilson of III UG participated and won 1<sup>st</sup> Prize in "Best Manager", Anand G, Balamurugan S, and Ramakrishnan P of I UG, Manikandan N and Muthu Selvam P of III UG participated and won 2<sup>nd</sup> Prize in "MAD ADZ" and Shree Roshan R and Bharathi V of II UG participated and won 2<sup>nd</sup> Prize in "Tech Expo".

Priyanka R of I PG won 1<sup>st</sup> prize in 'Extempore' organised by the Department of Commerce with Professional Accounting, Dr. N.G.P. Arts and Science College, Coimbatore on 24.07.2017.

DhanushKumar R, Karthik Prabhu M, Pravin J, Raj Kumar A, and Sri Ram K of II UG, Kalimuthu M, Manikandan N and Muthu Selvam P of III UG participated in 'Mime' at "CBF-2017", "Coimbatore Book Festival" organised by CODISSIA, Coimbatore on 25.07.2017.

On 07.08.2017, Koushik S of I UG participated and won 1<sup>st</sup> Prize in 'Photography' organised by Rotract Club of RS Puram, Coimbatore.

On 10.08.2017, Dhanush Kumar R, Karthik Prabhu M, Pravin J, Raj Kumar A, and Sri Ram K of II UG, Kalimuthu M, Manikandan N and Muthu selvam P of III UG participated in 'Ad-ZAP' in an Inter Collegiate Meet "MAHA FEST 2017", organized by Maharani Arts & Science College, Dharapuram.

Tamilselvan K of III UG participated in the event 'Tamil Poetry', Karthika K and Santhiya K of III UG participated in the event 'Essay Writing' and Kalaiselvi K of III UG participated in the event 'Drawing' in a National Level Drawing and Essay Competition organised by Kaviyarasu Kalai Tamil Sangam on 15.08.2017.

Hemnath G & Kalimuthu M of III UG and Benita A & Sanjay S of I UG presented their papers in a National Level Seminar on "Digital Economy-Opportunities & Challenges" organised by PG & Research Department of Commerce & Commerce CA,

Bharathiar University College of Arts and Science, Erode on 01.09.2017.

On 27.09.2017, Manisha G, Pavithra Priya Dharshini N and Priyanka R of I PG and Anand G and S.Dharunesh of I UG presented their papers in a National Conference on "Digitalization in Service Sectors" organized by Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore.

Manisha G, Pavithra Priya Dharshini N, Priyanka R and Ragavendran K.V of I PG presented their papers in an International Conference on "Emerging Trends and Innovative Strategies in Social Media Marketing" organised by Sankara College of Science and Commerce, Coimbatore on 11.10.2017.

Naveen Kumar A and Sanjay S of I UG and Dharani R of II UG participated in the event "BIZTRAC 2K17" an open Business Quiz Contest conducted on 15.10.2017 at PSG College of Arts and Science, Coimbatore.

On 20.12.2017, Sai Prasanna S of III UG won 3<sup>rd</sup> Prize in "Chalk Carving", Prakash A of II UG won 3<sup>rd</sup> Prize in "Solo Song" in an Interdepartmental Event "NGP FEST 2017" organised by Fine Arts Association, Dr. N.G.P. Arts and Science College, Coimbatore.

Abirami S, Charumathi D, Karthikeyani M, Kirshnakumar V, Kirthika M, Rupasree M, Silambarasan V, Murugeswari T, Muthu Kumar L, Samhitha Parameshwari J, Vinoth L and Vishnu M of II PG, Aravind M, Janaki I, Kalaiyarasi N, Logamalini G, Manisha G, Manju Shree M, Meena S, Niraimathi T, Pavithra P, Raghavendran K.V, Sathya K, Sobana G, Uma Maheswari M and Vijay Paul B of I PG participated in the "Two Days National Level Workshop on GST with TALLY and Digital Financial Transaction" organised by Kaamadhenu Arts and Science College, Coimbatore from 05.01.2018 to 06.01.2018.

Prabhavathi J, Kayalvizhi P and Kalaiselvi V of III UG, Gowshik Kumar M and Shree Roshan R of II UG, Niveda P, Sarnitha A, Sanjay S and Vishnupriya D of I UG participated in the "Two Days National Level Workshop on GST with TALLY and Digital Financial Transaction" organised by Kaamadhenu Arts and Science College, Coimbatore from 05.01.2018 to 06.01.2018.

On 10.01.2018 Anand G and Sivaprabaharan K of I UG participated in the event 'Dubmash' in "Bio Hyphenzia' 18" an intercollegiate Fete organised by Department of CS, IT & BCA at PSGR Krishnammal College for Women.

Manisha G of I PG, Hari Krishnan K and Karthick C of III UG, Abinaya G, Aknesh Ruby S, Daisy Pavithra S, Devi Nivetha N, Dharani R, Gugapriya S, Jovitha Catrin, Mohanapriya A, Monisha

T, Nanthitha Priya V, Niranjana R, Priya Dharshini S, Sathya S, Sivaranjani S, Sunmathi S, Vijay G.T and Vinuprabha K of II UG and Abarna S, Abinaya S, Anand G, Dhanya M, Dharunesh S, Giladis Anjalin Y, Gokul Priya V, Jayasurya B, Jeevitha R, Karpagam J, Mohan Karthik G, Narmatha S, Palanivel V, Prasanth , Priya Dharshini V.P, Sanjay S, Sarnitha A, Theena Dayalan S, Vasanth S, Vignesh A, Vignesh B, Vijaya Rishikesh, Vikashini C.T and Vishnupriya A of I UG participated in the "Financial Literacy Forum" organised by Department of Commerce with Finance, Dr. NGP Arts and Science College, Coimbatore on 10.01.2018.

On 13.01.2018, Kalimuthu M of III UG participated in the Universal Achievers Book of Records organised by Hindusthan College of Arts and Science, Coimbatore

Kalimuthu M, Manikandan N, Muthu selvam P and Rajkumar A of II & III UG participated in the event 'ADZAP' and 'MIMING' an Inter-Collegiate Cultural Fest "Hillario'18" organised by Nandha Arts and Science College, Coimbatore from 23.01.2018 to 24.01.2018.

Gokul Priya V, Haritha A, Narmatha S, Priya Dharshini A and Vishnupriya A of I UG, Anjana D, Jasmin Malini S, Poorvika D and Shanmuga Priya G of I PG and Abirami S, Charumathi D and Samhitha Parameshwari J of II PG have participated and presented papers in an International Conference on "Finance & Banking (FIBA-2018)" held on 01.02.2018, at Sengunthar Arts and Science College, Tiruchengode.

Koushik S and Sanjay S of I UG participated in an event 'Photography' and Gokul Priya V, Narmatha S, Sarnitha A and Vishnupriya A of I UG participated in an event 'Surprise Event' CYBERTRON'18 a National level Technical Symposium organised by Cyber Dyerz Association, Department of Computer Technology, Dr. NGP Arts and Science College, Coimbatore on 01.02.2018

On 02.02.2018, Niveda P and Padmavathy K of I UG, Aravindan A.V, Monisha T, Nadhini T, Ranjith Kumar G, Senthil Kumar V, Sneka P and Sukan S of II UG and Gayathri R of III UG participated in the event "Business Connection" an Inter-Collegiate Meet "METAFEST" organised by Nehru Institute of Management Studies and Nirmala College for Women, Coimbatore.

Dhanush Kumar R, Karthick Prabhu M and Sri Ram K of II UG participated in the event "AD ZAP", Sanjay S of I UG and

Prabhavathi J of III UG participated in an event "Facial Painting" in an Inter-Collegiate meet "METAFEST" organised by Nehru Institute of Management Studies and Nirmala College for Women, Coimbatore on 02.02.2018.

On 05.02.2018 Niranjana R of II UG and Narmatha S, Sarnitha A & Vishnupriya A of I UG participated in the "KCT YUGAM 2018" a National Level "Techno Cultural Fest and Entrepreneurship Workshop" organised by Kumaraguru College of Technology, Coimbatore.

Mohan Karthik G, Naveen Kumar A and Vishnupriya A of I UG and Dharani R of II UG participated in a State Level Seminar on "Intellectual Property Rights" organised by the Department of Corporate Secretaryship with Computer Applications and Professional Accounting at Kongu Arts and Science College (Autonomous) on 13.02.2018.

On 15.02.2018 Anand G of I UG participated in the event 'Connection' in "TECHNOMANIA" a State Level Technical Symposium organised by Department of Computer Science, Dr. NGP Arts and Science College, Coimbatore.

Anand G and Vignesh A of I UG, Naveen Kumar of II UG and Kumaragurubaran K & Rijo Alex K.A of III UG participated as an event manager organised by AIOS Governing Council & LOC at CODISSIA, Coimbatore from 22.02.2018 to 25.02.2018.

Devadharshini D, Dharani S, Madhunisha K and Praveena P of I UG participated in the event CASCALL' 18 organised by Manavar manram [Aided], PSG College of Arts and Science, Coimbatore on 24.02.2018.

On 28.02.2018 Benita A and Sanjay S of I UG participated and presented their papers in the National Conference on "Disruptions in Banking Sector in the Current Scenario" organised by Department of Professional Accounting, Dr. NGP Arts and Science College, Coimbatore.

Keerthika S, Praveena A, Subash G and Vijay Bhushan V.S of I UG, Mogan S and Prakash A of II UG, Prabu Kumar V, Saravanan B and Tamilselvan R of III UG and Meena S and Shobana G of I PG participated in Prof.N. Ramu Memorial Lecture -2018 on "Indian Banking Sector - Emerging Challenges" organised by PSG College of Arts and Science, Coimbatore on 01.03.2018.

## Alumni Interaction



Our Alumni Members Vignesh .G, Accounts payable analyst (grade 3) Ford Motor Company, Coimbatore and Brijesh.S , Accounts payable analyst (grade 3)Ford Motor Company, Coimbatore have interacted with the II UG students on 28.03.2018.

## Extension Activities



Our department has conducted an awareness programme on "Cashless Transaction" an extension activity at Vellanapatti Village on 10.07.2017



On 27.07.2017 our department students participated in an extension activity "Tree Plantation" in the memory of "Dr.A.P.J Abdul Kalam" at Thiruchendur Garden, Kurumbapalayam Village.



Our department in co-ordination with Department of Catering Science & Hotel Management conducted an interdisciplinary extension activity at "Thayagam Social Service Centre", Vellalore on 01.03.2018.

## Faculty contribution in Seminars and Conferences:

On 20.09.2017, Mrs.T.ChristyCresida Dr.A.C.Deepa, Mrs.G.Geetha, Ms.G.IIakkia, Dr.S.Jagatheeswari, Dr.A.R.Kanagaraj, Mrs. N.Kodhai Nayaki, Mr.K.Mahendran, Dr.D.Parasakthi, Mrs.J.Princy, Mr. D.Sentilnathan, Mr.R.Suresh, Ms.R.Swarnalakshmi and Mr.S.Yuvaraj participated and presented papers in a one-day National Level Seminar on "Remonetising India- Problems and Prospects" which was sponsored by ICSSR.

Dr. S. Jagatheeswari, Dr. A.R. Kanagaraj, Mr. K. Mahendran, Dr.D.Parasakthi, Mrs. J. Princy, Mr. D. Senthilnathan and Mr. S. Yuvaraj, participated and presented papers in an International Conference on "Finance & Banking (FIBA-2018)" held on 01.02.2018, at Sengunthar Arts and Science College, Tiruchengode.

Mr. R. Suresh participated and presented a paper in the National conference on "Digital India Power to Empower" at Sankara College of Science and Commerce on 21.02.2018.

## Faculty Publications

Mr.R.Suresh had published a papers in an International Education & Research journal [IERJ] on the topic "Recent Development in Agriculture Using Data Mining Techniques" ISSN: 2454-9916, Volume: 3, Issue:6. Impact factor: 4.064(SJIF), June 2017.

Dr.A.C Deepa had published a research papers in an International Journal of Scientific Engineering and research on the topic "A Study on problems of agricultural labors relating to farmer cultivation in selected area in Erode district" with an ISSN: 2347-3878, volume 5 Issue: 7. Impact factor: 3.791, July 2017.

Dr.A.C Deepa and Mrs. N. Kodhainayaki had published a papers entitled "Impact of Goods and service tax (GST)" on Indian Economy Journal of management and science Issue: 1 ISSN: 2250-1819, September 2017.

Dr.A.C Deepa and Mrs.N.Kodhainayaki had published a papers entitled "Cash to cashless economy: challenges and opportunity" in a one-day national level seminar on "Remonetising India-Problems and Prospects" which was sponsored by ICSSR ISBN: 819077890, September 2017.

Dr. S. Jagatheeswari, and Mrs. J. Princy had published a papers entitled "Cash to cashless economy: challenges and Prospects" in a one-day national level seminar on "Remonetising India-Problems and Prospects" which was sponsored by ICSSR ISBN: 819077890, September 2017.

Mrs. T.Christy Cresida had published a papers entitled "Financial inclusion an overview and challenges" in a one-day national level seminar on "Remonetising India-Problems and Prospects" which was sponsored by ICSSR ISBN: 819077890, September 2017.

Mrs. G. Geetha and Mr. R.Suresh, had published a paper entitled "Challenges and opportunities of digitalization in INDIA", in a one-day national level seminar on "Remonetising India-Problems and Prospects" which was sponsored by ICSSR ISBN: 819077890, September 2017.

Ms.G.Ilakia and Mr. S. Yuvaraj had published a paper entitled "Challenges and opportunities of digitalization in INDIA", in a one-day national level seminar on "Remonetising India-Problems and Prospects" which was sponsored by ICSSR ISBN: 819077890, September 2017.

Ms.R.Swarnalakshmi had published a paper entitled "Challenges and opportunities of digitalization in INDIA", in a one day national level seminar on "Remonetising India-Problems and Prospects" which was sponsored by ICSSR ISBN: 819077890, September 2017.

Dr.A.C Deepa had published a research paper entitled "A Study on Labour Welfare Measures in selected textile industries in SIPCOT area Perundurai, Erode district of Tamilnadu State", in an Emperor International journal of Finance and Management Research [ EIJFMR] with an ISSN: 2395-5929, Issue: 1. Impact factor: 1.14. November 2017.

Dr. A.R. Kanagaraj and Mr.K.Mahendran had published a paper entitled "Contemporary Issues in banking sector" in Shanlax International Journal of Commerce. Issue: 1 Volume: 6 ISSN: 2320-4168 3.017 Impact Factor, February 2018.

### Faculty Development Program

Ms. G. Ilakkia had participated in the Faculty Development Programme "Finance and Accounting-TCS Training" organised by SNR College of Arts and Science, Coimbatore from 05.06.2017 to 10.06.2017.

On 30.06.2017, Dr. D. Parasakthi, Head and Mr. S. Yuvaraj, Assistant Professor had participated in a Faculty Development Programme organised by Sri Ramakrishna College of Arts and Science for Women and The Auditors Association of Southern India (TAASI) on the topic "GST Rollout- An Academic Perspective".

Mr. D. Senthilnathan had participated in a Faculty Development Programme on "Banking for Business Process Services" conducted by Tata Consultancy Services at Karpagam Academy of Higher Education, Coimbatore from 04.12.2017 to 08.12.2017.

### Short Term Course

Mr. S.Yuvaraj had completed a Short Term Course on "Research Methodology" sponsored and conducted by UGC – Human Resource Development Centre, Bharathiar University held from 18.01.2018 to 24.01.2018 and had obtained 'A' Grade.

### Association Activities



Mr. K. Ravi, CFO, Roots Industries, Coimbatore had delivered a Guest Lecture on "Career Guidance for Corporate Students" for both UG and PG learners on 21.06.2017.



On 25.07.2017, the Department had organized a Moot Court Competition and the Chief guests were Mr.A.Sivakumar and Mr.A.Sakhivel, Advocate, Coimbatore.

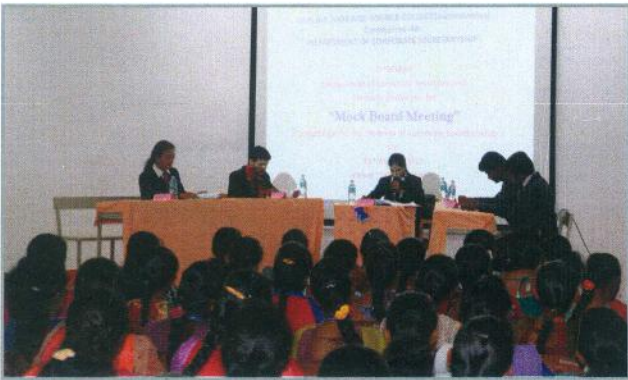


A Guest Lecture was delivered by Mr.S.Ramprasad Managing Partner, V Connect Distributors, Coimbatore on the topic "Success in Life-Myth or Reality" for both UG and PG learners on 11.08.2017.



On 20.09.2017, the Department had organized a National Level Seminar on the topic "Remonetising India - Problems and Prospects". The chief guests were Mr.R.Ragavendran Senior Manager, Canara Bank, SME Branch, Coimbatore, Mr.T.S.Maniam Parter, TS Maniam & Associates, Ramnagar, Coimbatore, Dr.K.Aiyadurai, Former Director, AR School of Business Consultant Higher Education and Research Dindigul, Mr.PM.Austin CEO, Educentral, Coimbatore and Mr.K.Ravi Senior Vice President- Finance, Roots Group of Companies, Coimbatore.

On 19.08.2017, the Department had organised an Inter-departmental Competition for Celebrating World Photography Day.



A Guest Lecture was delivered by CS.A.R.Ramasubramania Raja, Chairman ICSI Coimbatore, on the topic "Choose your career as Company Secretary" for all I UG Students on 25.09.2017.

The Department had organized a Mock Board Meeting for both UG and PG learners on 23.08.2017.



A workshop was conducted by C. Muthukumar, Srikara Training Institute, Coimbatore on the topic "GST" for all III UG & PG students on 26.09.2017.

**Club activities**  
**Journal Club**

On every Wednesday's students were asked to present some articles and papers from reputed journals. Journal club plays a valuable part of time in grade school. They promote critical thinking skills, dissemination of scientific information, and generate novel research ideas. The club allows the interaction between students and staff members. It's a platform for discussing variety of dynamic topics. Additionally, the club provides a forum to practices journal review skills.



## News and Views Club

Reading newspaper is a good habit that can provide a great sense of educational value. It carries information about politics, economy, entertainment, sports, business, industry, trade and commerce. This habit helps students to be aware of various activities and it also helps to develop their language skills. Students will updated themselves regarding Sensex, Nifty Dollar, Gold Market Information, Abbreviations, Corporate News, and Key Words daily which will be displayed in our notice board.

## Smartians Club

On behalf of "Smartian's Club" an Intra departmental competition was conducted to bring out the hidden talents of students. Business Quiz, Fireless Cooking, Mehendi and paper presentation competitions were conducted. The "Best Paper award was given to students who presented outstanding papers in paper presentation competition. The club has conducted "SMARTIANZ018" on 13.02.2018.

## STUDENT'S ACHIEVEMENT - COMPETITIVE EXAMS

The following students have passed ACS (Foundation Programme) Examination conducted by ICSI (Institute of Company Secretaries of India) New Delhi, held on July 2017



**C. Thileep Kumar**  
III B.Com CS CA-B



**S. Archana**  
II B.Com CS CA-B



**S. Gughapriya**  
II B.Com CS CA-A

Ms. D. Devadharshini of I BCOM CS CA had passed her CA - CPT (Common Proficiency Test) Exam conducted by ICAI (Institute of Chartered Accountants of India), New Delhi held on Dec, 2017.



**D. Devadharshini**  
II B.Com CS CA

## SPORTS

- On 01.07.2017, Koushik S of I UG had participated and won the 1<sup>st</sup> Place in Rifle Shooting under the 10mt Air Rifle OS event officiated by KPR Institute of Engineering and Technology in the Junior Men Category held as a part of Sports\_Q'17.



**Naveena Priya M**  
I B.Com CS CA



**Sri Karan M**  
II M.Com (CS)



**Rubesh Kumar J**  
II M.Com (CS)



**Melvin Joseph S**  
II M.Com (CS)

- Naveena Priya M of I UG had participated in the District Level Tournament "Chief Minister Trophy" organised by Sports Development Authority of Tamil Nadu Tiruppur Unit and won the 1<sup>st</sup> Place in Table Tennis.
- Naveena Priya M of I UG had participated in the 25<sup>th</sup> Open Table Tennis Tournament organised by Salem Round Table 28, Young Men's Christian Association, Salem from 04.11.2017 to 05.11.2017 and won 1<sup>st</sup> Place in Table Tennis.
- Naveena Priya M of I UG won the 1<sup>st</sup> Place in the All India Inter-university Tournament organised by SRM University, Chennai from 27.12.2017 to 30.12.2017 and won the 1<sup>st</sup> Place in Table Tennis.
- A State Level Hockey Tournament was held at Jamal Mohammed College, Trichy from 14.09.2017 to 17.09.2017 our student Melvin Joseph S of II PG had participated and secured the 1<sup>st</sup> Place.
- Melvin Joseph S of II PG had participated in the Hockey Tournament held at Vidya Sagar College of Arts and Science, Udmalpet from 11.12.2017 to 13.12.2017 and secured the 1<sup>st</sup> Place.
- Melvin Joseph S & Sasikiran M of II PG represented Bharathiar University Team in South Zone Hockey Tournament an Inter Collegiate meet held at Bharathiar University, Coimbatore from 21.01.2018 to 24.01.2018.
- Melvin Joseph S of II PG had participated in the State Level Hockey Tournament held at American College, Madurai from 05.03.2018 to 07.03.2018 and secured the 3<sup>rd</sup> Place
- Rubesh Kumar J of II PG had participated in an Inter Collegiate Bharathiar University Ball Badminton tournament held at STC College of Arts and Science, Pollachi from 17.10.2017 to 20.10.2017 and secured the 3<sup>rd</sup> Place.
- Rubesh Kumar J of II PG had participated in a Senior Inter District State Championship Ball Badminton Tournament held at Kanya Kumari from 27.12.2017 to 28.12.2017 and secured the 1<sup>st</sup> Place.

S. NO.	NO. OF STUDENTS	ORGANISATION	SALARY PACKAGE
1.	2	L&T	5,00,000 P/A
2.	15	Thyrocare	2,00,000 P/A
3.	9	Bright star	1,90,000 P/A
4.	2	Concentrix	1,80,000 P/A
5.	6	TCS	1,74,000 P/A
6.	6	Just dial	1,50,000 P/A
7.	3	Integra-global	1,50,000 P/A
8.	4	IBM	1,50,000 P/A
9.	5	Amazon	1,37,500 P/A
10.	7	EXIDE	1,36,000 P/A
11.	4	HGS	1,26,700 P/A
12.	4	Future genrali	1,20,000 P/A
13.	8	KGISL	1,20,000 P/A
14.	2	Reliance	1,08,000 P/A

### UNIVERSITY RANK HOLDERS ( B.Com CS CA - BATCH : 2014-2017)



**Sapna Kumar**  
(I - Rank)



**Dhanusha. V**  
(II - Rank)



**Sheela. L**  
(IV - Rank)



**Pavithra. A**  
(V - Rank)



**Subin Jose Mathew**  
(VI - Rank)



**Prabha. C**  
(VII - Rank)



**Anupriya. P**  
(VIII- Rank)



## STUDENTS ARTICLES

"TOGETHER, WE CAN AVOID DAY ZERO...!"

### WATER CRISIS / DROUGHTS:



**KRISHNAKUMAR V**

II M.Com - CS

The most common cause for drought is failure of rain because of the fall. The tanks, wells and similar underground water reservoir remain unchanged. As a result there is no enough water available through hand pumps, wells and other traditional sources that depend on underground reservoir of water. Dry parched lands wherein cracks have developed, failed crops, starving cattle and human beings are common sights in newspapers during the drought season. Acute scarcity of water leads to human misery in multiple forms. There is no food or fodder. Drinking water is scarce. Wells dry up. There is no water in the traditional tanks. Families move out of their homes to distant places in search of employment.

### DROUGHTS EFFECTS:

Farmers are the worst to suffer when the rain fails. They lose crops and are left with no fodder for their cattle. Repeated droughts cut down the volume of agricultural production. Insufficient market supplies push up prices of foods grains making them beyond the reach of poor people. Since these people have little or no savings, they become the worst victims of famine conditions. People living in desert lands have to face water scarcity even in normal times. Their condition becomes worse under drought conditions. Children are also the worst victims of drought conditions. Newspapers carry horrible tales of children having been sold by starving parents. These children end up as bonded laborers or get forced into yet more degrading occupations. Their schooling gets disrupted and any hopes for their future lie shattered.

### THE "CAPE TOWN" CRISIS:

Recently, Cape Town also has become infamous as the home of "Day Zero," the day when most of the city's taps are predicted to run dry. With its major, rain-fed supply dams dangerously low after three years of drought, most of the city's 4 million-plus residents - some rich, many desperately poor - have been facing the prospect of lining up at emergency water distribution points to collect a daily ration of just 6.6 gallons per person sometime before June or July. Now, largely thanks to radical conservation efforts - in January, the average Cape Town resident's daily water quota was just one-third the amount used by the typical Californian at the height of that state's 2016 drought - the city has reduced water consumption by 57 percent. Day Zero has been pushed back to July 9.

So, disaster averted? Nothing to see here anymore? Far from it. The city's efforts on the supply side of the water equation have been far less successful than its work on consumption. Even if the drought comes to an end in 2018 - and few experts are willing to predict that - the effects of this water crisis will be felt for years, possibly decades.

### AN INDIAN CITY TOO...!!!

Is Bangalore going to run out of water soon? The acute water crisis at Cape Town in South Africa has alarm bells ringing in Bangalore and the city even featured in a BBC list on 'The 11 cities most likely to run out of drinking water'.

With the city's planning in a shambles, experts say that Bangalore is definitely on its way to become the next Cape Town.

Although water shortage is definitely a problem, it may become a major crisis if the city's planners do not identify the core issues eating at Bangalore water management plan.

Successive governments have not bothered to look into sustainable avenues to manage the city's water requirements.

### WHY A SINGLE SOURCE OF WATER IS NOT ENOUGH?

Despite the herculean effort to bring water to Bangalore all the way from the Krishna Raja Sagar Dam in Mandya district, the shocking reality is that only half of Bangalore gets Cauvery water - its according to data provided by the Bangalore Water Supply and Sewerage Board (BWSSB).

"It was only in 2017 that the Cauvery water pipeline work for the suburban areas of Bengaluru began. The heart of Bangalore gets Cauvery water. This is about 55% of the population while the rest who live in the suburbs mainly run on bore well water," a BWSSB official added.

### ROLE OF STUDENTS IN DROUGHT MANAGEMENT:

1. Water is a very scarce commodity in some parts of the country. And yet some people who can afford tend to waste it. Bathing through buckets and mugs consumes much less water than showers or tubs. Water from the bathroom can be led into the garden. Cars can be swapped rather than being washed by jet. Students should make people aware of these and even monitor that no wasteful practices are followed.
2. Rain water falling on roofs and open spaces can be harvested. Instead of it flowing into the drain, it could be redirected into a well or even the bore- well.
3. Plantation of trees and caring for them is something that each one can do; it would go a long way in recharging ground water reserves with whatever water is received through rains.
4. Care must be taken in choosing trees for Plantation. The ones like Eucalyptus absorb all the water around them and must be avoided in arid regions.

## How to Make Smart Decisions and Avoid Bad Ones : A decision making contingency table

### What is Decision Making?

Let's define decision making. Decision making is just what it sounds like: the action or process of making decisions. Sometimes we make logical decisions, but there are many times when we make emotional, irrational, and confusing choices. This page covers why we make poor decisions and discusses useful frameworks to expand your decision-making toolbox.

### Why We Make Poor Decisions

I like to think of myself as a rational person, but I'm not one. The good news is it's not just me - or you. We are all irrational. For a long time, researchers and economists believed that humans made logical, well-considered decisions. In recent decades, however, researchers have uncovered a wide range of mental errors that derail our thinking. The articles below outline where we often go wrong and what to do about it.

### 5 Common Mental Errors That Sway You From Making Good Decisions:

Let's talk about the mental errors that show up most frequently in our lives and break them down in easy-to-understand language. This article outlines how survivorship bias, loss aversion, the availability heuristic, anchoring, and confirmation bias sway you from making good decisions.

### How to Spot a Common Mental Error That Leads to Misguided Thinking:

Hundreds of psychology studies have proven that we tend to overestimate the importance of events we can easily recall and underestimate the importance of events we have trouble recalling. Psychologists refer to this little brain mistake as an "illusory correlation." In this article, we talk about a simple strategy you can use to spot your hidden assumptions and prevent yourself from making an illusory correlation.

### Two Harvard Professors Reveal One Reason Our Brains Love to Procrastinate:

We have a tendency to care too much about our present selves and not enough about our future selves. If you want to beat procrastination and make better long-term choices, then you have to find a way to make your present self act in the best interest of your future self. This article breaks down three simple ways to do just that.



Anjana  
III B.COM CS CA

## How to Use Mental Models for Smart Decision Making

The smartest way to improve your decision making skills is to learn mental models. A mental model is a framework or theory that helps to explain why the world works the way it does. Each mental model is a concept that helps us make sense of the world and offers a way of looking at the problems of life.

## BUSINESS MARKETING: ESTABLISHING YOUR ONLINE PRESENCE

### Introduction

If you want to expand your audience reach then you should consider marketing your business online. With the number of people using the Internet, you can tap into a big pool of potential customers. However, Internet marketing can be quite intimidating. With the increasing number of online competition, you may be discouraged about promoting your business online.



K.S.Harsath Abinav  
II B.COM CS CA

### Internet Marketing is Easy.

With the right strategy, you can make your online presence strong without worrying about competition. You can make it easier for your customers to reach you and keep tabs on your latest services and products. And if you are looking for partners, having an online presence can help you since most businesses want to have partners who are already well known in the Internet world.

### Create Your Own Website

One of the first things that you should do in order to get your business on the World Wide Web is to create your own website. Now, you don't have to worry about it if you don't know how to do it. There are web development experts you can hire to do the job for you. Also, you can hire a Word Press developer to make site maintenance easier for you. While you're at it, make sure that you build an SEO friendly website since it will help increase your search engine rank, which will increase your site's popularity. And, don't forget to ensure that you have a responsive web design. You don't want to upset your site visitors because of a long response time.

### Reinforce Your Brand Image

If you have been getting good feedback from your customers from your offline business promotion then you might as well convey your brand through your website. Use the same logo that you use in your physical establishment as well as the same color themes. People who have tried your products and services before will most likely get them again through your website.

## Consider Paid Advertisement

If you want to get significant results as soon as possible then you can go for paid advertisement. This may seem quite a stretch but you will get instant customer feedback and be able to come up with the best marketing strategy in as little time as possible. You can start with Pay-per-click advertisement or PPC, where you can post your ads on high traffic sites and pay for it whenever someone clicks on your link.

## Get into the Social Media

The majority of people who use the Internet also use the social media. This means that you will get a lot of opportunities to promote your business by getting into the social media. Once you're in it, you can directly communicate with potential customers and participate in group discussion so you can demonstrate your credibility. You can start with popular sites such as Facebook, Twitter, and Instagram.

## Consult Internet Marketing Experts

Are you having a hard time promoting your business online? You can always get help from Internet Marketing experts. You can hire them to assess what you have been doing and help you come up with better strategies to establish a strong online presence. It will cost you some money but it will be worth it.

If you want to expand your customer then you should promote your business online. To effectively promote your business on the web, you need to establish a strong online presence. You can start by creating your own website and getting in the social media. You can get better results by hiring a wardress developer, and website development team. When it comes to web development, make sure you have a SEO friendly website, and responsive web design. Once you've done everything, you can enjoy higher earnings and more business opportunities.

## FOREIGN EXCHANGE RESERVES



**A. Benita**  
I.B.Com CS CA

### WHAT IS FOREX RESERVE?

The forex are reserve assets held by a central bank in foreign countries. It acts as a buffer to be used in challenging times and used to back liabilities on their own issued currency as well as to influence monetary policy. Almost all countries in the world, regardless of size of their economy, hold significant foreign exchange reserves.

## FOREX INDIA 2018

As per the Reserve bank of India (RBI), India's forex (foreign exchange) reserves have touched record high of \$424.864 million in April 2018. The surge was due to massive spike in foreign currency assets (FCAs), a key component of the reserves. The forex reserve had crossed \$400-million mark for the first time in September-2017, but since has been fluctuating.

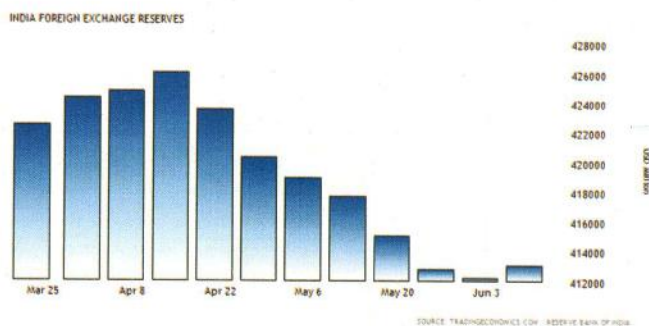
## FOREX RESERVES IN APRIL 2018

- Foreign currency assets(FCAs): \$399.776 million
- Gold reserves: \$21.484 million
- SDRs with IMF: \$1.534 million
- Reserve position with the IMF: \$2.070 million

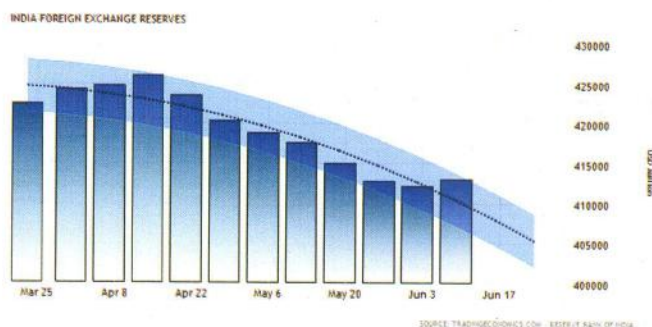
## INDIA FOREIGN EXCHANGE RESERVES- FORECAST

Foreign Exchange Reserves in India is expected to be \$428136.53 million by the end of this quarter, according to Trading Economics Global Macro Models and Analysts Expectations. Looking forward, it is estimated that Foreign Exchange Reserves in India shall stand at \$433492.14 million in 12 months time. In the long term, the Indian Foreign Exchange Reserve is projected to trend around \$434573.33 million in 2020, as per economists.

## CURRENT RATES



## FUTURE FORECAST



## HISTORICAL RATES

INDIAN RUPEE	1.00 INR	inv. 1.00 INR
US Dollar	0.015321	65.268636
Euro	0.012433	80.429567
British Pound	0.010747	93.051540
Australian Dollar	0.019726	50.694385
Canadian Dollar	0.019315	51.774413
Singapore Dollar	0.020103	49.743507
Swiss Franc	0.014754	67.777131
Malaysian Ringgit	0.059398	16.835604
Japanese Yen	1.647380	0.607025
Chinese Yuan Renminbi	0.096136	10.401982

## PERCENTAGE CHANGE AS PER APRIL 14, 2018-04-15

EUR/USD	+0.00997%	USD/JPY	+0.00086%
GBP/USD	+0.00101%	USD/CHF	-0.00237%
USD/CAD	+0.00745%	EUR/JPY	+0.01083%
AUD/USD	-0.00148%	CNY/USD	-0.00271%



## Dr. N.G.P. ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Approved by Government of Tamil Nadu & Affiliated to Bharathiar University, Coimbatore  
Re-accredited by NAAC with 'A' Grade | DBT Star College

Dr. N.G.P. - Kalapatti Road, Coimbatore - 641 048, INDIA. | Phone : (0422) 2369100, 2369252, 2369253  
E-mail : drngparts@kmch.ac.in | Web : www.drngpasc.ac.in

