

**BROCHURE OF STATE LEVEL WORKSHOP**



**ADUSUMILLI GOPALAKRISHNAIAH &  
SUGARCANE GROWERS SIDDHARTHA DEGREE  
COLLEGE OF ARTS & SCIENCE**

**VUYYURU-521165, KRISHNA (DIST) ANDHRA PRADESH  
NAAC 'A' Grade COLLEGE**

**MANAGED BY: SIDDHARTHA ACADEMY OF GENERAL & TECHNICAL EDUCATION  
VIJAYAWADA-10**

**STATE LEVEL WORKSHOP**

**“SECURITIES EXCHANGE BOARD OF INDIA (NISM)”**

**6<sup>TH</sup> 7<sup>TH</sup> FEB 2023 @ 10:00 AM**

**Organized By**

**Department of Commerce  
In association with IQAC**

***Invited Speaker:***



**Said Dr.S.Srinivas Rao**

*(Associate professor, TJPS College, Guntur)*

***Chief Patrons:***

**Sri N. Venkateswarlu, President, SAGTE**

**Sri P.LakshmanaRao, Secretary & Correspondent, SAGTE**

**Sri T.SrihariRao, Convenor of the College**

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

**NAME OF THE EVENT: STATE LEVEL WORKSHOPS**

- **Topic : SECURITIES EXCHANGE BOARD OF INDIA (NISM)**
- **Date conducted : 6<sup>th</sup> , 7<sup>th</sup> / Feb/ 2023**

**Keynote address:**

The Securities and Exchange Board of India was constituted as a non-statutory body on April 12, 1988 through a resolution of the Government of India. The Securities and Exchange Board of India was established as a statutory body in the year 1992 and the provisions of the Securities and Exchange Board of India Act, 1992 (15 of 1992) came into force on January 30, 1992.

- **Technical session I :**  
Resource person: Dr. S. Srinivasa Rao

(Associate professor, TJPS College, Guntur)

**Topic covered: Meaning of Share Market**

A share market is where shares are either issued or traded in. A stock market is similar to a share market. The key difference is that a stock market helps you trade financial instruments like bonds, mutual funds, derivatives as well as shares of companies. A share market only allows trading of shares.

The key factor is the stock exchange – the basic platform that provides the facilities used to trade company stocks and other securities. A stock may be bought or sold only if it is listed on an exchange. Thus, it is the meeting place for stock buyers and sellers. India's premier stock exchanges are the Bombay Stock Exchange and the National Stock Exchange.

**Types of Share Market**

**Primary Market:**

This is the process through which a corporation registers to sell a specified number of shares and raise funds. This is also known as being a stock exchange listed company. To raise finance, a corporation goes to the major markets. If a

firm is selling shares for the first time, it is referred to as an initial public offering (IPO).

### **Secondary Market:**

The secondary market is where new securities are exchanged after they have been sold in the main market. This is to allow investors to sell their shares and exit an investment. Secondary market transactions are in which one investor buys shares from another investor at the current market price or at a price agreed upon by both parties.

Photos

- Technical session II :  
Resource person: Dr. S. Srinivasa Rao

(Associate professor, TJPS College, Guntur)

### **Topic covered : Key Financial Instruments To Trade In The Stock Market**

- Bonds
- Shares
- Derivatives
- Mutual Fund

### **Bonds:**

Companies need money to undertake projects. They then pay back using the money earned through the project. One way of raising funds is through bonds. When a company borrows from the bank in exchange for regular interest payments, it is called a loan. Similarly, when a company borrows from multiple investors in exchange for timely payments of interest, it is called a bond.

### **Shares:**

Investing in the share market is another place for raising money. In exchange for the money, companies issue shares. Owning a share is akin to holding a portion of

the company. These shares are then traded in the Indian share market. Consider the previous example; your project is successful and so, you want to expand it.

Shares are thus a certificate of ownership of a corporation. Thus, as a stockholder, you share a portion of the profit the company may make as well as a portion of the loss a company may take. As the company keeps doing better, your stocks will increase in value and so will your investment.

### **Mutual Funds:**

These are investment vehicles that allow you to indirectly invest in share market markets or bonds. It pools money from a collection of investors, and then invests that sum in financial instruments. This is handled by a professional fund manager.

Every mutual fund scheme issues units, which have a certain value just like a share. When you invest, you thus become a unit-holder. When the instruments that the MF scheme invests in make money, as a unit-holder, the value of your investment also increases get money.

This is either through a rise in the value of the units or through the distribution of dividends – money to all unit-holders.

### **Derivatives:**

The value of financial instruments like shares keeps fluctuating. So, it is difficult to fix a particular price. Derivatives instruments come handy here. These are instruments that help you trade in the future at a price that you fix today. Simply put, you enter into an agreement to either buy or sell a share or other instrument at a certain fixed price.

### **Functioning of SEBI**

Investing in the share market is risky. Hence, they need to be regulated to protect investors. The Security and Exchange Board of India (SEBI) is mandated to oversee the secondary and primary markets in India since 1988 when the Government of India established it as the regulatory body of stock markets. Within a short period of time, SEBI became an autonomous body through the SEBI Act of 1992.

SEBI has the responsibility of both development and regulation of the market. It regularly comes out with comprehensive regulatory measures aimed at ensuring that end investors benefit from safe and transparent dealings in securities.

Its basic objectives are:

- Protecting the interests of investors in stocks
- Promoting the development of the stock market
- Regulating the stock market



Resource person: : Dr. S. Srinivasa Rao



Participants at the State Level Workshop

**సెక్యూరిటీస్ బోర్డు ఆఫ్ ఇండియాపై  
వర్క్ షాప్**

ఉయ్యూరు, ఫిబ్రవరి 7 : ఏజీఆండ్ఎస్జీఎస్ కళాశాల వాణిజ్య శాస్త్ర విభాగం, నేషనల్ ఇన్స్టిట్యూట్ ఆఫ్ సెక్యూరిటీస్ మార్కెట్ సంయుక్త ఆధ్వర్యంలో సెక్యూరిటీస్ బోర్డు ఆఫ్ ఇండియా(సెబీ) అనే అంశంపై మంగళవారం నిర్వహించిన వర్క్ షాప్ లో గుంటూరు టీజీపీఎస్ కళాశాల అసోసియేట్ ప్రొఫెసర్ ఎస్.శ్రీనివాసరావు పెట్టుబడిదారులు వాటాలు కొనుగోలు చేయడం వల్ల లాభనష్టాలు తదితర అంశాలను సవివరంగా తెలియచేశారు. ప్రిన్సిపాల్ కె.సత్యనారాయణ అధ్యక్షతన జరిగిన వర్క్ షాప్ లో వాణిజ్య శాస్త్ర విభాగ అధిపతి ఎన్.వసంతరావు, అధ్యాపకులు గోపీచంద్ శేఖర్ బాబు తదితరులు పాల్గొన్నారు.

**కంపెనీ వాటాల కొనుగోలుపై అవగాహన**

ఉయ్యూరు, న్యూన్ టుడే: పెట్టుబడిదారులు ఓ కంపెనీ వాటాలను కొనుగోలు చేసే ముందు ఆ కంపెనీ మంచి చెడుల్ని, దాని సామర్థ్యాన్ని అవగాహన చేసుకోవాల్సిన అవసరం ఉందని గుంటూరు టీజీపీఎస్ కళాశాలకు చెందిన అసోసియేట్ ప్రొఫెసర్ డాక్టర్ ఎస్. శ్రీనివాసరావు అన్నారు. మంగళవారం స్థానిక ఏజీఎస్ఎస్ కళాశాలలో 'సెక్యూరిటీస్ ఎక్స్చేంజ్ బోర్డు ఆఫ్ ఇండియా(సెబీ) అంశంపై నిర్వహించిన కార్యశాలలో ఆయన మాట్లాడారు. సదస్సుకు కళాశాల ప్రిన్సిపాల్ సత్యనారాయణ అధ్యక్షత వహించగా వాణిజ్య శాస్త్ర విభాగాధిపతి ఎన్.వసంతరావు సర్వవేక్షించారు.

## Certificate



**ADUSUMILLIGOPALAKRISHNAIAH AND SUGARCANE GROWERS  
SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE,  
(AUTONOMOUS) VUYYURU A.P**  
(Accredited a **A**<sup>+</sup> level by NAAC, Bengaluru)

**Department of Commerce**



### **CERTIFICATE**

This is to Certify Shri/Smt/Kum/Dr

has Successfully completed State level Workshop on “SECURITIES EXCHANGE BOARD OF INDIA (NISM)

Conducted by the Department of Commerce from 6<sup>th</sup> 7-2-2023 We wish him her bright future

*Co-ordinator Head of Department Pri*

*ncipal*



**BROCHURE OF NATIONAL LEVEL WORKSHOP**



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SUGARCANE GROWERS SIDDHARTHA DEGREE  
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VIJAYAWADA-10**

**NATIONAL LEVEL WORKSHOP**

**“EMERGING TRENDS IN COMMERCE AND BUSINESS”**

**15<sup>TH</sup> MAR 2022 @ 10:00 AM**

**Organized By**

**Department of Commerce  
In association with IQAC**

**Invited Speaker:**

***Dr. Sneha latha***

***Dr. R. Siva ram Prasad***

**prof. D. Surya Chandra Rao**

**Chief Patrons:**

**Sri N. Venkateswarlu, President, SAGTE**

**Sri P.LakshmanaRao, Secretary & Correspondent, SAGTE**

**Sri T.SrihariRao, Convenor of the College**



**A.G & S.G Siddhartha Degree College of Arts & Science, Vuyyuru**

**DEPARTMENT OF COMMERCE**

**National Level Workshop**

**15.03.2022**

**NAME OF THE EVENT: NATIONAL LEVEL WORKSHOPS**

- **Topic : EMERGING TRENDS IN COMMERCE AND BUSINESS**
- **Date conducted : 15/03/2022**
- **Keynote address:**

Every industry faces changes in its trends. The business industry also witnesses different changes in its working which are emerging over time. These changes are known as business trends. These business trends have changed the way of conducting businesses completely. Let's explore some of these trends and get to know about them. The names of some business trends are network marketing, franchising, e-commerce, business process outsourcing, knowledge process outsourcing, etc.

- **Technical session I :**  
**Resource person: Dr. Sneha latha**

**IT Head, Delta airways USA**

**Topic covered: E-Commerce**

E-commerce has been one of the best ways in recent years to take your business online and open your market to the whole world. It essentially means buying and selling goods over the internet. You can deliver your products right to the doorsteps of the customer. It will inevitably boost your conversion rates and the number of sales. There are currently several emerging trends in the e-commerce industry such as Amazon, eBay, etc. Whether you have your business online or want to set it up online, you must be aware of the emerging trends in e-commerce.

**Network marketing**

Network marketing is one of the best emerging trends in the business environment. It is essentially a medium used by manufacturers to increase their sales. In this method, manufacturers rely on their distributors and their sub-distributors to form an efficient chain or

network of delivering products to the customers. This chain of distributors will enable you to reach a huge number of customers and increase your products' sales.

### **Photos**

- **Technical session II :**

**Resource person: Dr. R. Siva ram Prasad**

**Dean and faculty of commerce and business studies, ANU**

### **Topic covered: Digital Economy**

As the name suggests, the digital economy means taking all of your economic transactions online. In other terms, it is also known as the internet economy or the web economy. As you know, technology is expanding like wildfire, and sooner or later, the traditional and digital economy is bound to be one. It essentially includes all the businesses that are conducted via digital technologies or the internet. Also, it includes businesses such as e-business, e-commerce, etc. So be aware of recent trends in commerce.

### **Business Process Outsourcing**

Business process outsourcing or BPO has been one of the fastest emerging trends in the business sector. It is a huge industry now and also has a significant impact on our global economy. Huge businesses tend to outsource their business process job to third parties from different countries which helps them cut down their costs and increase profit margins. Overall you can outsource a certain task of your company or business to another company at a low cost.

### **Photos**

- **Technical session III :**

**Resource person: prof. D. Surya Chandra Rao**

**Prof. & Dean Department of commerce and business management  
Krishna university, MTM**

## **Topic covered: M-Commerce**

M-commerce, also known as mobile commerce, is a type of e-commerce. It is also one of the emerging trends in the e-commerce industry. This method brings forward a way for you to get your business to the mobile phones carried around by people in their pockets. You are providing ease of access to your customers, which will ultimately boost your sales significantly and also increase your profit margins by a great deal. These days, most people like to shop online using their phones, so this trend is not something to ignore for business owners.

## **Aggregator**

The aggregator is one of the unique and emerging trends in the business sector. We have loads of information available on the internet via thousands of websites. To put it simply, the aggregator is a way for you to combine all of the information available on a certain topic in a single place. It will provide convenience to the people who are searching for that particular information.

## **Photos**

- **Technical session IV :**  
**Resource person: Dr. Rajesh c. Jampala**

**Dean, Academics and administration, P.B. Siddhartha College,  
Vijayawada.**

## **Topic covered: Franchising**

The latest business methodology also includes franchising as one of the emerging trends in it. Franchising can be an incredible way to expand your business even further. It mainly involves providing your business's rights or license to a third party called a franchise, and you will be the franchisor. You will let another party conduct the business on your behalf and receive some profit from that.



**Resource person: prof. D. Surya Chandra Rao**



**Dignitaries and participants at the National Workshop**



Resource person: Dr. Rajesh c. Jampala



Participants at the National Level



**Participants at the National Level Webinar**



**Felicitation to Dr. R. Siva ram Prasad**

### ఆర్థికాభివృద్ధికి వాణిజ్యానిది ప్రముఖ పాత్ర

**కృష్ణా వర్షిణి వీసీ చంద్రశేఖర్**

ఉయ్యూరు: దేశ ఆర్థికాభివృద్ధిలో వాణిజ్యానిది ప్రముఖ పాత్ర అని కృష్ణా విశ్వ విద్యాలయం వైస్ చాన్సలర్ కేబీ చంద్రశేఖర్ అన్నారు. అంతర్జాతీయ వినియోగదారుల హక్కుల దినోత్సవం సందర్భంగా స్థానిక ఏజీఅండ్ఎస్జీఎస్ కళాశాలలో కామర్స్ విభాగం ఆధ్వర్యంలో వ్యాపారం, వాణిజ్యంలో నూతన పోకడలు అనే అంశంపై జాతీయ స్థాయిలో సెమినార్ను మంగళవారం నిర్వహించారు. ముఖ్యఅతిథిగా హాజరైన వైస్ చాన్సలర్ చంద్రశేఖర్ మాట్లాడుతూ వాణిజ్య వ్యాపార సంబంధాలతోనే ప్రపంచ ఆర్థిక వ్యవస్థలు బలోపేతం కాగ

లవన్నారు. అంతర్జాతీయంగా వాణిజ్యంలో టోటుచేసుకుంటున్న నూతన పోకడలు అందిస్తున్నాయి. ముందుకు సాగాల్సిన అవసరం ఉందన్నారు. ఆమెరికాలోని డెల్టా ఎయిర్వేస్ ఐటీ హెడ్ డాక్టర్ టి. స్నేహలత, యూనివర్సిటీ వాణిజ్య శాఖ డీన్ ప్రొఫెసర్ శివరాంప్రసాద్, ప్రొఫెసర్ సూర్యచంద్రరావులు వాణిజ్యం, వ్యాపారంలో నూతన మార్పులపై అవగాహన కల్పించారు. కార్యక్రమంలో ప్రొఫెసర్ రాజేష్, కళాశాల కన్వీనర్ తాతినేని శ్రీహరిరావు, యూనియన్ బ్యాంక్ డీజీఎం ఎన్.శ్రీనివాసరావు, వర్కషాప్ డైరెక్టర్ వెంకటేశ్వరరావు తదితరులు పాల్గొన్నారు. అనంతరం వీసీ చంద్రశేఖర్ను అధ్యాపక బృందం ఘనంగా సత్కరించింది.

### ఆర్థికాభివృద్ధికి వాణిజ్యం కలసి

ఉయ్యూరు, మార్చి 15 : దేశ ఆర్థికాభివృద్ధిలో వాణిజ్యం ప్రముఖ పాత్ర వహిస్తుంది. కృష్ణా విశ్వవిద్యాలయం వైస్ చాన్సలర్ కేబీ చంద్రశేఖర్ అన్నారు. అంతర్జాతీయ వినియోగదారుల హక్కుల దినోత్సవం సందర్భంగా స్థానిక ఏజీఅండ్ఎస్జీఎస్ కళాశాలలో కామర్స్ విభాగం ఆధ్వర్యంలో వ్యాపారం, వాణిజ్యంలో నూతన పోకడలు అనే అంశంపై మంగళవారం నిర్వహించిన సెమినార్ను ఉయ్యూరు ముఖ్య అతిథిగా వచ్చిన ప్రసంగించారు. దేశ ఆర్థికాభివృద్ధిలో వాణిజ్యం ప్రముఖపాత్ర వహిస్తుందని, విదేశాలలో వాణిజ్య సంబంధాలు పెంచుకోవడం ద్వారా విదేశీమార్కెట్ల వ్యాప్తిని ప్రోత్సహించాలని, ప్రపంచవ్యాప్తంగా వాణిజ్య సంబంధాలు పెంచుకోవడం ద్వారా అనేక అభివృద్ధి చెందుతున్నాయి. అంతర్జాతీయంగా



**వర్కషాప్లో మాట్లాడుతున్న విశ్వవిద్యాలయం వీసీ చంద్రశేఖర్**

అవగాహన అవసరం అన్నారు. వినియోగదారులను ఉన్న హక్కులపై ప్రతి ఒక్కరికీ అవగాహన అవసరం మన కళాశాల కన్వీనర్ తాతినేని శ్రీహరిరావు అన్నారు. వాణిజ్యంలో వస్తున్న మార్పులను అమెరికాలో డెల్టా ఎయిర్వేస్ ఐటీ హెడ్ డి.స్నేహలత, నాగార్జున విశ్వవిద్యాలయ వాణిజ్య శాఖ డీన్ డి.సూర్య చంద్రరావు, వీసీ సిద్ధార్థ కళాశాల

వాణిజ్య శాఖ డీన్ జంపాల రాజేష్ తెలిపారు. ఈ కామర్స్ దినోత్సవం అమెరికా స్టేట్స్ వి.డి. వింతా తదితర అనేక వ్యాపార కార్యక్రమాలను వివరించారు. యూనియన్ బ్యాంక్ డి.ఎం.ఎన్. శ్రీనివాసరావు, డి.ఎం.ఎం. వెంకటేశ్వరరావులు అధ్యక్షత వహించారు.

### లో వాణిజ్యానిదే కీలకపాత్ర

జం, న్యూస్టుడే: దేశ ఆర్థికాభివృద్ధికి ప్రముఖ పాత్ర వహిస్తుందని కృష్ణా విశ్వవిద్యాలయం వైస్ చాన్సలర్ కేబీ చంద్రశేఖర్ అన్నారు. అంతర్జాతీయ వినియోగదారుల హక్కుల దినోత్సవం సందర్భంగా స్థానిక ఏజీఅండ్ఎస్జీఎస్ కళాశాలలో కామర్స్ విభాగం ఆధ్వర్యంలో వ్యాపారం, వాణిజ్యంలో నూతన పోకడలు అనే అంశంపై జాతీయ స్థాయిలో సెమినార్ను మంగళవారం నిర్వహించారు. ముఖ్య అతిథిగా వచ్చిన ప్రసంగించారు. దేశ ఆర్థికాభివృద్ధిలో వాణిజ్యం ప్రముఖపాత్ర వహిస్తుందని, విదేశాలలో వాణిజ్య సంబంధాలు పెంచుకోవడం ద్వారా విదేశీమార్కెట్ల వ్యాప్తిని ప్రోత్సహించాలని, ప్రపంచవ్యాప్తంగా వాణిజ్య సంబంధాలు పెంచుకోవడం ద్వారా అనేక అభివృద్ధి చెందుతున్నాయి. అంతర్జాతీయంగా



**మాట్లాడుతున్న ఉపకులపతి**

డి.సూర్యచంద్రరావు, వీసీ సిద్ధార్థ కళాశాల జంపాల, యూనియన్ బ్యాంక్ డి.ఎం.ఎన్. శ్రీనివాసరావు, వర్కషాప్ డైరెక్టర్ వెంకటేశ్వరరావు, ప్రొఫెసర్ రాజేష్, కళాశాల కన్వీనర్ తాతినేని శ్రీహరిరావు తదితరులు పాల్గొన్నారు. అనంతరం వీసీ చంద్రశేఖర్ను అధ్యాపక బృందం ఘనంగా సత్కరించింది.

# Certificate





**BROCHURE OF NATIONAL WORKSHOP**



**ADUSUMILLI GOPALAKRISHNAIAH &  
SUGARCANE GROWERS SIDDHARTHA DEGREE  
COLLEGE OF ARTS & SCIENCE**

**VUYYURU-521165, KRISHNA (DIST) ANDHRA PRADESH  
NAAC 'A' Grade COLLEGE**

**MANAGED BY: SIDDHARTHA ACADEMY OF GENERAL & TECHNICAL EDUCATION  
VIJAYAWADA-10**

***National Webinar on***

**“GROW WITH SBI ”**

**Future of Banking Industry in India**

**On 21th january, 2021 @ 10:00 AM – 1.00PM**

**Organized By**

**Department of Commerce & Economics  
In association with IQAC**

***Invited Speaker:***



**Saibaba Machiraju**

**AGM SBI**

***State Bank Institute of Learning and Development  
Machilipatnam***

***Chief Patrons:***

**Sri N. Venkateswarlu, President, SAGTE**

**Sri P.LakshmanaRao, Secretary & Correspondent, SAGTE**

**Sri T.SrihariRao, Convenor of the College**

**A.G & S.G Siddhartha Degree College of Arts & Science, Vuyyuru**

**DEPARTMENT OF COMMERCE**

**One day National Level Webinar on Grow With SBI**

**25.01.2021**

**NAME OF THE EVENT: NATIONAL WEBINAR**

- **Topic : GROW WITH SBI**
- **Date conducted : 25/01/2021**
- **Keynote address:**

State Bank Institute of Learning and Development has number of branches spread across India. Branch banking has undergone significant changes in response to the competition in financial services market and the ever increasing consumer demands. This leads to a single consumer bearing more than one account in different banks and due to internet banking, as in case of SBI State Bank Institute of Learning And Development branch, fund transfer between these banks is also possible.

- **Technical session I :**

**Resource person: Sri. M. Sai Baba (A.G.M. of S.B.I)**

**Topic covered: State Bank Institute of learning and development  
M.T.M**

SBI offers largest learning & development infrastructure in Indian Banking space with 47 learning centres and 5 apex institutes across the country. Additionally the bank offers over 300 e-lessons including 30 created by the Harvard Business School.

Additionally, we have tie-ups with globally reputed management institutes for specialized training and skill enhancement programs.

For our new recruits, our intensive 2 year training program is designed to be a healthy mix of classroom training and on the job learning. On joining, you undergo a 1 week developmental program on leadership and 6 weeks of intensive classroom program across 6 functional areas - General Banking, Credit, Marketing, Investment Banking, Rural Banking and IT. Additionally you undergo 1.5 years of cross functional

**Prof. L.K.MohanaRao**, Academic Officer, SAGTE

*Chairman:*

**Dr. D. Balakrishna**

Principal, AG&SG Siddhartha Degree College

*Co-Chairman:*

**Sri K.Satyanarayana**

S.O, AG&SG Siddhartha Degree College

*Convenor:*

**Dr.K.Venkateswarlu**

Head, Department of Commerce

*Co-Convenor:*

**Sri.N.Ramarao**

Head, Department of Economics

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***Organizing Committee:***

**Sri N.Vasanath Rao**

Department of Commerce

**Sri R.V. Sivarao**

Department of Politics

**Sri V.Gopichand**

Department of Commerce

**Sri K.Sekhar babu**

Department of Commerce

**Ms.A.N.L Manohari**

Department of Commerce

**Sri T.Naga Prasad**

Head, Department of Computer Science

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❖ **Free Registration**

❖ **E-Certificate will be provided to all registered participants**

❖ **Registered Participants will get the Webinar link in What-app Group**

❖ **Webinar will be organized through ZOOM App**

❖ **Contact no:-----**



**Resource person: Sr. V. Sai Baba**

- **Technical session II :**

**Resource person: Sr. v. Sai sarvotham ( chief manger SBI)**

**Topic covered: Corporate Governance, Business Ethics and Sustainability**

SBI encourages and respects professional behaviour that encapsulates strong moral values. The ethos of the organization emphasizes on zero tolerance towards unethical business practices. The Bank expects each of its employees to abide by its working culture by conducting professionally, with integrity and in compliance with applicable laws and regulations. SBI is an equal opportunity employer adhering to the Equal Remuneration Act, 1976 and making no discrimination in remuneration on the basis of gender or any other form

of diversity. The Bank remains committed to providing equal opportunities in employment and creating an inclusive workplace in which all employees are treated with respect and dignity. Bank’s “Equal Opportunity Policy for Persons with Disabilities” is in accordance with the the provisions of the “The rights of Persons with Disabilities Act,2016”. The Bank also upholds its employees’ right to collective bargaining and provides opportunities for active engagement and consultation. Further, Bank’s Corporate Governance practices are aimed at enforcing the right practices at all levels of functioning. The Bank has instituted a vigilance mechanism, which is built on three primary behavioural aspects – Preventive, Punitive and Participative. Additionally, the “Conflict of Interest Policy” envisages to serve as a mitigating and sensitising measure for helping manage situations, which may involve serious ethical risks or have legal and regulatory consequences.



**Resource person: Sr. v. Sai sarvotham**

rotational programs across branches for a holistic grooming for a banking career.

## Photos



**Resource persons and Dignitaries on the Dias along with Principal K.Satyanarayana and HOD of Commerce & Economics**



**Participants at the National Level Webinar**

## CERTIFICATE



**ADUSUMILLI GOPALAKRISHNAIAH AND SUGARCANE GROWERS  
SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE,  
(AUTONOMOUS) VUYYURU A.P**  
(Accredited a **A<sup>+</sup>** level by NAAC, Bengaluru)

**Department of Commerce**



### CERTIFICATE

This is to Certify Shri/Smt/Kum/Dr

has Successfully completed Three Day Workshop on **“TAX PLANNING AND MANAGEMENT”**

Conducted by the Department of Commerce from 10-11-2020 to 12-11-2020 We wish him her bright future

**Co-ordinator**

**Head of Department Principal**

## BROCHURE OF NATIONAL WORKSHOP



AG & SG SIDDHARTHA DEGREE  
COLLEGE OF ARTS & SCIENCE  
VUYYURU, KRISHANA  
DISTRICT, ANDHRA PRADESH

Convenor

Dr. D. Bala Krishana Principal

Organising Secretary

Dr. T. Venkateswara Rao HOD (PG)

Co-ordinator

Dr. K. Venkateswarlu HOD (UG)

COMMERCE DEPARTMENT (PG & UG)

# A THREE-DAY NATIONAL LEVEL ONLINE WORKSHOP ON "TAX PLANNING & MANAGEMENT" 2020

10-12, NOVEMBER, 2020

2 PM - 4 PM

## THE SPEAKERS



Dr. RAVI KUMAR JASTI  
Sr. Assistant Prof. OU, HYD



Dr. INDRAKANTI SEKHAR  
Sr. Assistant Prof. OU, HYD



Dr. K. CH. A. V. S. N. MURTHY  
Chartered Accountant, HYD



Dr. T. Venkateswara  
Rao  
HOD (PG)  
Organising Secretary

## DISCUSSIONS AND INSIGHTS



**TAX ADMINISTRATION**

Dr. Ravi Kumar Jasti OU, HYD



**TAX PLANNING**

Dr. Indrakanti Sekhar OU, HYD



**E FILING & FACELESS  
ASSESSMENT**

Dr. K. Ch. A. V. S. N. Murthy,  
Chartered Accountant, HYD

## REGISTRATION

CALL +91 9848726150/9491737921  
agsgcomworkshop2020@gmail.com



**A.G & S.G Siddhartha Degree College of Arts & Science, Vuyyuru**

**DEPARTMENT OF COMMERCE**

**Three day National Level Workshop TAX PLANNING AND MANAGEMENT**

**10<sup>th</sup> ,11<sup>th</sup> and 12<sup>th</sup> /NOV/2020**

**NAME OF THE EVENT: NATIONAL LEVEL ONLINE WORKSHOP**

- **Topic : TAX PLANNING AND MANAGEMENT**
- **Date Conducted:** 10<sup>th</sup> ,11<sup>th</sup> and 12<sup>th</sup> /NOV/2020
- **Keynote address:** Taxes are the compulsory contribution by the citizens of a country for meeting different government expenditures there are three stages in the imposition of tax by the Govt. First step is the declaration of the liability by the Govt. i.e what are all the income chargeable to Tax, second are is the assess means and tax payment by7 persons and the taxes are is the method of recovery of tax if it was not paid on time. Tax planning management focus efficient administration of Tax procedures and maximization of tax liability through eligible schemes.
- **Technical session I :**  
**Resource person:**

**Topic covered: TAX PLANNING**

Tax planning is an exercise undertaken to minimize tax liability through the best use of all available exemptions, deductions, rebates and reliefs to reduce income. Tax planning can be defined as an arrangement of one's financial and business affairs by taking legitimately in full benefit of all deductions, exemptions, allowances, reliefs and rebates so that tax liability reduces to minimum. In other words, all arrangements by which the tax is saved by ways and means which comply with the legal obligations and requirements and are not colourable devices or tactics to meet the letters of law but not the spirit behind these, would constitute tax planning.

**Photos**

- **Technical session II :**  
**Resource person:**

## **Topic covered: TAX EVASION**

Tax evasion is illegal action in which a individual or company to avoid paying tax liability. It involves hiding or false income, without proof of inflating deductions, not reporting cash transaction etc. Tax evasion is serious offense comes under criminal charges and substantial penalties.

Rooting for taxes is never an easy thing because most people question that concept of giving away part of their earning to a government but the fact is that taxes are an important source of income for the government. This is the money that is invested in various development projects that are meant to improve the company's situation. But the country has been facing a massive problem with tax evasion. People who should be paying taxes have found ways not to pay them and, as a result, it may be said that the income of the country has been suffering. So let's take a look at what are the ways in which people are avoiding taxes and what are the penalties for it.

### **Photos**

- **Technical session III :**  
**Resource person:**

## **Topic covered: TAX AVIODANCE**

Tax avoidance is an act of using legal methods to minimize tax liability. In other words, it is an act of using tax regime in a single territory for one's personal benefits to decrease one's tax burden. Although Tax avoidance is a legal method, it is not advisable as it could be used for one's own advantage to reduce the amount of tax that is payable. Tax avoidance is an activity of taking unfair advantage of the shortcomings in the tax rules by finding new ways to avoid the payment of taxes that are within the limits of the law. Tax avoidance can be done by adjusting the accounts in such a manner that there will be no violation of tax rules. Tax avoidance is lawful but in some cases it could come in the category of crime.

### **Photos**

Signature of the HOD



**ADUSUMILLI GOPALAKRISHNAIAH & SUGARCANE  
GROWERS SIDDHARTHA DEGREE COLLEGE OF  
ARTS & SCIENCE  
VUYYURU-521165, KRISHNA (DIST) ANDHRA  
PRADESH**

**NAAC 'A' Grade COLLEGE**

**MANAGED BY: SIDDHARTHA ACADEMY OF GENERAL & TECHNICAL EDUCATION  
VIJAYAWADA-10**

***National Webinar on***

**“Teaching Management to Commerce and  
Management”**

**On 4th August, 2020 @ 10:00 AM – 1.00PM**

**Organized By**

**Department of Commerce & Economics  
In association with IQAC**

***Invited Speaker:***



**Dr. G.VIDYANATH**

Resource Person to *UGD-HRD Centers of  
Osmania University  
Maulana Azad National Urdu University*

***Chief Patrons:***

**Sri N. Venkateswarlu, President, SAGTE**

**Sri P.LakshmanaRao, Secretary & Correspondent, SAGTE**

**Sri T.SrihariRao, Convenor of the College**

**Prof. L.K.MohanaRao**

A.G.& S.G Siddhartha Degree college of Arts & Science, Vuyyuru.

**NAME OF THE EVENT: NATIONAL LEVEL WEBINAR**

- **Topic : TEACHING MANAGEMENT TO COMMERCE AND MANAGEMENT**
- **Date conducted : 04/08/2020**
- **Keynote address:** Commerce and Management Education is an essential part and all the activities of such are related to the world of Corporate Business. It cannot be separated from human and business life. According to the many thinkers, Commerce and Management Education is the reality and practical education of day-to-day running life. Commerce and Management education has given a strong value as it is go on attracting a large number of Students enrolment (i.e. students are usually encouraging and motivating due to the valuable outcome of this education).
- **Technical session I :**  
Resource person: Dr. G. Vidyanath

Resource person to UGD-HRO centres of Osmania University.

Topic covered: **Objectives of the study**

1. To highlight the importance and growing role of Commerce and Management education in India.
2. To identify the Challenges faced by Commerce and Management education in India.
3. To observe the various Opportunities available from the Commerce and Management education in India.
4. To suggest the measures that can be taken to make the Commerce and Management education more effective in India.

**Education**

Education is the movement which brings the students, people and the whole society from darkness to light. Education is a natural melodious and enlightened development of man's instinctive supremacies.

Education is the dynamic process which activates the inbuilt traits and develops the child according to the needy situation and time. It always urges individual towards progress and thereby helps in the reconstruction

of society and the whole nation. Education has no end, it is a continuous process.

### **Commerce Education**

Commerce education is the platform for any common man to conduct the various business activities smoothly and progressively. Commerce education is basically that form of instruction which directly and indirectly prepares the businessman for his work. It is the Madras in Chennai, the pioneer State where it started first Commerce Higher education with Book Keeping Course in 1886. At present scenario due to the desirable and significant implications of Commerce education, it had gained a prominent place in academic disciplines of India. In anticipation of technological advancement Commerce education has woke up the phase of industrial development and Growth in India. Further the breed and revolution of technology has also given the birth to many other dimensions of Commerce including E-Banking, Marketing, E-Finance, e-Commerce etc.

### **Management Education**

Management Education is the process of practising and learning different skills which are very vital to the upliftment of Business world. At present Scenario due to the vast and advance growing technology, Management education serves as an important role. The shadow of Management Education came in India in the 20th Century and became one of the strong supports across Indian universities, Work area and even in the entire Societies of India. It has important role to play in Indian Entrepreneurship and Management field. From its initial opening till today it is witnessing a continuous growth with huge number of student's enrolment and Management educational Institutions.

Photos

- Paper advertisement
- National virtual seminar

# CERTIFICATE



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SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE,  
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Co-ordinator

Head of Department

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