

Commerce

Faculty Members:

Dr. Manisha Naik (HOD)

Dr. Maya G. Hande

Dr. P. Thanga Durai

The department conducted the following activities:

1. On 3rd October 2023, a session was conducted for staff on Pension Planning by a team of LIC officials, Mr. Rakesh Singh, Product Manager, LIC of India, Smt. Shirley Fernandes, Chief Manager of the LIC 925 branch, Mr. Kishore Bhiwapurkar, Branch In-charge of the LIC 925 branch, and Ms. Pinky Pawar, Development Officer of LIC 925 branch. Teaching and non-teaching staff attended the session.



2. On 20th October 2023, a motivational session was conducted for TYBCOM students by Dr. Zarine Sethna, a Clinical Psychologist on 'Secrets to successfully cracking examinations. TY BCom students well received it



Dr. Zarine Sethna speaking to TYBCOM students, motivating them for their ensuing exams

3. On 13th February 2024, a visit to the Bombay Stock Exchange (BSE) was organized in association with Department of Banking and Insurance to provide students with experiential learning. Faculty members from the BSE Institute gave a brief introduction about the history of BSE, the stock market's functioning, and the BSE's growth over the years.

Students were also made aware of career opportunities in financial markets and courses conducted by BSE Institute, the educational wing of the Bombay Stock Exchange.



Visit to Bombay Stock Exchange



Visit to Bombay Stock Exchange

4. On the occasion of World Consumer Rights Day, a session on 'Awareness of Consumer Protection Act' was conducted for students. The Guest speaker was Ms. Sharmila Ranade, Head of the Complaint Guidance Center of Mumbai Grahak Panchayat. The session was jointly conducted with the Department of B. Com (Banking and Insurance) on 12th March 2023. Other officials of Mumbai Grahak Panchayat, like Smt, attended. Mangala Gadil, Head of Education department, MGP



5. At the Mumbai Grahak Panchayat exhibition held in Jawahar Nagar, Goregaon West, from 11 April 2024 to 15 April 2024, projects prepared by our students on Consumer rights, guidance, and awareness were displayed. Our students interacted with the people coming to the exhibition, creating consumer awareness among them.



Our student giving a presentation with the help of project work prepared for people visiting the exhibition.



Our student, along with the officials of Mumbai Grahak Panchayat, at the exhibition

6. Remedial lectures were conducted for the ATKT students in all the subjects of the commerce department.

The following is the participation of department members in various activities.

Dr. Manisha Naik

Associate Professor, HOD & PG Recognized University of Mumbai

- Research qualifications acquired: Ph.D. degree from the University of Mumbai in the subject of Business Policy and Administration. Title of the Study: Effectiveness of Advertising Appeals: A study on the Perception of youth in the city of Mumbai
- Appointed as a member of the Board of Studies in Management – University of Mumbai
- Invited as Moderator for SYBCOM and TYBCOM exams in the subject of Advertising and Export Marketing
- Participated in an Online Research Methodology workshop on ‘Research Metrics in Academic Research and Publication Ethics’ held organized by Aanvikshiki Research Cell and IQAC of Vivek College of Commerce and M.O.P Vaishav College for Women on 16th September 2023.
- Participated in the 5th Annual Smt. Saraswati Memorial Lecture on Cyber Savvy Youth Empowering Gen Z with Digital Security’ on 12th January 2024.
- Attended FDP on Framing and Mapping Course Outcomes and Program Outcome organized by IQAC on 13th March 2024.
- Appointed as Presiding Officer for Loksabha Elections May 2024

Dr. P Thanga Durai

Associate Professor & PG Recognized University of Mumbai

- Attended the six days faculty development programme on “Academic Enhancement in light of National Education Policy 2020” organized by IQAC of Vivek College of Commerce from 5th June to 10th June 2023.
- Organised, in collaboration with UTI Technology Ltd, a two-day PAN card Camp on August 9th and 10th, 2023, in the Vivek College of Commerce. The camp aimed to facilitate PAN card applications for students and the public. Around 75 people were given Pan Cards.
- Attended the one-day Workshop on “Cooperation between India and Russia in the Sphere of University and Public Projects” organized by Vivek College of Commerce and Centre for Eurasian Studies, the University of Mumbai, on 2nd November 2023.
- Organised the four-day “Youth Development Camp” from 27th to 30th December 2023 at Uttan Village, Bhayandar, in association with Vivekananda Kendra Kanyakumari and our college Vivek Youth Club. This transformative event aimed at instilling leadership qualities and teaching participants how to face challenges in youth life.
- Attended the 5th Annual Smt. A.A. Saraswathy Memorial Lecture on “Cyber Savvy Youth: Empowering Gen Z with Digital Security” on 12th January 2024. The Students’ Council of Vivek College of Commerce collaborated with the Internal

Quality Assurance Cell in organizing “the 5th Annual Smt. A. A. Saraswathy Memorial Lecture.

- Organized the “VOTER ID CAMP” in the college on 24th February 2024. Around 105 people registered for the Voters ID and benefited from the camp.

Dr. Maya Hande

Assistant Professor & Recognized PG teacher at the University of Mumbai

- Published paper along with students of SYBBI in Aarhat Multidisciplinary International Education Research Journal, issue Jan-Feb 2024, ISSN 2278-5655. The paper's title is “A Study of Factors Influencing Intention to Avail Pradhan Mantri Jan Arogya Yojana (PMJAY) in Mumbai Region.
- The paper, titled Predictors of Financial Planning for Retirement amongst Women – An Exploratory Study, was accepted for publication in the UGC Care-listed Journal at the Bharat College of Commerce conference.
- Participated in the National Conference on Global Market-One Place One Idea organized by Pillai HOC College of Arts, Science, and Commerce on 20th January 2024.
- Participated in an Online Research Methodology workshop on ‘Research Metrics in Academic Research and Publication Ethics’ held organized by Aanvikshiki Research Cell and IQAC of Vivek College of Commerce and M.O.P Vaishav College for Women on 16th September 2023.
- Participated in 5th Annual Smt. Saraswati Memorial Lecture on Cyber Savvy Youth Empowering Gen Z with Digital Security’ on 12th January 2024.
- Attended a Webinar on "Structure Equation Modelling using SmartPLS 4" from January 10 to 12, 2024, organized by Numerical Analytics Instruments Pvt Ltd, New Delhi.
- Attended FDP on Framing and Mapping Course Outcomes and Program Outcome organized by IQAC on 13th March 2024.
- Worked as a moderator for the FYBCOM, SYBCOM, and TYBCOM examinations on the subject of Commerce and Marketing Research.
- Worked as a member of the Gender Audit Committee of L.S. Raheja College of Arts and Commerce. Santacruz.