

MAGNATE

THE CHARTERED'S CORNER

A Quarterly Newsletter
of
Bachelor of Commerce (Finance and Accountancy)
Volume 1, Issue 4



MARCH-MAY 2023



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MESSAGES



Dr. Rejoice Thomas

*Assistant Professor
Programme Coordinator
MSc (Innovation & Entrepreneurship)*

I have had the opportunity to go through the recent issues of our B.Com (F&A) Newsletter, 'Magnate,' and I am impressed. 'Magnate', with its diverse range of content, from thought-provoking articles to captivating stories and visually stunning artwork encapsulating the multifaceted nature of our student body, plays a vital role in fostering a sense of community within our college. It serves as a testament to our students' creativity and academic prowess, showcasing their potential to make a positive impact beyond the boundaries of our campus.

I eagerly look forward to each new issue, knowing that "Magnate" will continue to be a beacon of creativity, knowledge, and unity within our cherished institution.

Regards,

Rejoice Thomas



MESSAGES



CA Sunil Amlani

*Adjunct Faculty
Department of Professional Studies*

I find our college magazine to be an exceptional showcase of our campus community's diverse talents and achievements. With each edition, "Magnate" continues to surpass my expectations, offering a rich tapestry of captivating content showcasing our immense talent and intellectual prowess. It is a testament to the talent, passion, and intellectual vibrancy present within our college, reflecting the dedication of our students and their commitment to academic excellence and creative expression. Feeling proud to be part of an institution that supports and nurtures such exceptional endeavours. I encourage the editorial team to continue their excellent work and push the boundaries of creativity and innovation. 'Magnate' has the potential to become a renowned publication, not just within our college but also in the wider academic community.

Regards,

CA Sunil Amlani



ALUMINI MESSAGE



CA Luv Madhur

Alumnus

B.Com (F&A) 2016-2019

"Magnate" is an extraordinary showcase of our campus community's diverse talents and remarkable achievements. The newsletter is a testament to our college's passion, dedication, and intellectual vibrancy. With its noteworthy content and unwavering commitment to quality, I firmly believe that "Magnate" has the potential to transcend boundaries and become a renowned publication, not only within our college but also in the wider academic community. It has the power to inspire and captivate readers far beyond our campus, sharing the remarkable achievements and intellectual brilliance that define our institution.

I am immensely proud to be associated with an institution that wholeheartedly supports and nurtures such exceptional endeavours. The dedication of our students to academic excellence and creative expression shines through the pages of "Magnate," reminding us of the incredible potential within our community.

To the editorial team behind this incredible publication, I commend you on your excellent work thus far. Your commitment to pushing the boundaries of creativity and innovation is inspiring and evident in every issue. I encourage you to continue your pursuit of excellence and explore new avenues for showcasing exceptional talents within our college.

I eagerly look forward to future editions and witnessing this remarkable magazine's continued growth and success.

With heartfelt pride and appreciation,

Regards,

CA Luv Madhur





CULMINAIRE



2023

CULMINAIRE 2023

About Culminaire

The Department of Professional Studies aims to increase students' competency through extra-curricular and co-curricular activities. Culminare is the annual felicitation programme of the Department where all the achievers in various areas, academic and non-academic, are appreciated for their hard work and success. In the event's latest edition, students were felicitated under multiple categories, from cultural to professional achievements to academic toppers. In addition, students were also felicitated for their contributions to departmental events. The annual 'Student of the Year' is a much-awaited award for this programme.

Achievers of B.Com (F&A)

During the "Culminare 2023" event, 44 B.Com (F&A) students were recognized and awarded for successfully clearing the CA Intermediate exam in November 2022. Akash M (2012291) and Adarsh Anand (2012283), final year B.Com (F&A), received special recognition for their outstanding contributions to service. Twenty final-year students were honoured with the "Outstanding Contribution Award" for their commitment to Department. Eight final-year B.Com(F&A) representatives were honoured for their dedication to the position.

R Ruthu (2012059), final year B.Com(F&A) A section, received the award for securing first rank with a CGPA of 3.86 and Jaina Shreepal Shah (2012370), final year B.Com(F&A) D section received the prize for securing first rank with a CGPA of 3.92. Both were acknowledged and awarded for their exceptional performance. Over 100 B.Com(F&A) students from the first, second and final years received medals and appreciation certificates for extraordinary contributions to research, sports and games, and club and association activities. Twenty-Seven students were honoured for contributing to the B.Com (F&A) newsletter "Magnate".

HONOURING

CA INTERMEDIATE CLEARED STUDENTS

44 B.Com (F&A) Students Cleared CA Intermediate in November 2022 & were awarded



Akshay Kumar N
2012174



Chetan Roy
2012175



Hitesh Kumar K
2012176



Vaibhav S Vinayakiya
2012184



Devansh Mundra
2012190



Karthik Ram R A
2012221



Shangamesh T
2012227



Akshatha Devi A
2112045



Sinchana
2012279



Rahul Venukrishnan
2012323



Vedant Jain
2012236



Armaan Shariff
2112205

CA INTERMEDIATE CLEARED STUDENTS



Roopashree V
2012158



Karan Wadhwa
2012168



Indhu R
2012146



Dhruv Jain
2112347



Anusha S Rao
2012142



Sankar Manikandan C
2012130



Aastha Premindra Agrawal
2112044



Lakshmi J
2012248



Sudarshan Iyer
2012327



Parth Gorasia
2012318



Simran Bhogal
2012262



Yukti Agarwal
2012279



HONOURING



CA INTERMEDIATE CLEARED STUDENTS



Nikhil R
2112378



Mohak Gupta
2112382



Shubh Saxena
2012033



Prasidhi M
2112230



Adarsh Kunnath Menon
2112244



Aditya Khetan
2112245



Mercy A K
2012053



Riya HM
2012072



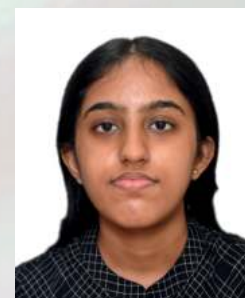
Swarnaa Nagarajan
2012073



Srinath Ramesh
2112273



R. Kruthika
2112355



Parvathi Gangadharan
2112226



HONOURING



CA INTERMEDIATE CLEARED STUDENTS



Abisha D
2012083



Sanya Johanna Banz
2012360



Krishna Goel
2012312



Jayesh M S
2112213



Atharv Porwal
2112049



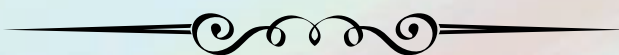
Rohenth J S
2112129



Chirag Jaiprakash
2012074



Astha Agrawal
2012242



OUTSTANDING CONTRIBUTION AWARD

Culminaire '23

An outstanding contribution award recognizes exceptional achievements and contributions made by the Department of Professional Studies students. The award is given to celebrate their significant contribution to the Department by involving in various events & activities. HOD and Academic Coordinator of DPS presented awards.



Farasha Fathima P M
2012044

Akash M
2012291

Mohana Priya E
2012380



Akshya Sri
Ganesan
2012288

Adarsh
Anand
2012283

Harshitha
Nagalapuram
2012382

OUTSTANDING CONTRIBUTION AWARD

Culminaire '23



Jibin Joseph Joshy
2012118

Justin George
2012120



Shreya H
2012180

Surya P
2012329

Alwin Shajan
2012105

OUTSTANDING CONTRIBUTION AWARD

Culminaire '23



Yeshwanth Raju N D
2012375

Rachita Murthy
2012078

Arun Prasath K J
2012006



Arun Syama Prasad
2012207

Srihari S
2012031

OUTSTANDING CONTRIBUTION AWARD

Culminaire '23



Vysravan R
2012238

Anusha S Rao
2012142



Athira Prabhakaran
2012241



Archie Shah
2012241

A total of 20 students from Final year B.Com (F&A) were awarded for their Outstanding Contribution towards the various cultural, extra-curricular, profession-specific, organizing team building & leadership activities etc. conducted throughout the Department for the academic year 2022 - 2023.



EXCELLENCE IN SERVICE AWARD



**Adarsh Anand
(2012283)**

Adarsh Anand was honoured with the "Excellence in Service" award in Culminaire 2023 for his exceptional performance in the undergraduate program of B.Com (Finance and Accounting).

Akash M was honored with the "Excellence in Service" award in Culminaire 2023, recognizing his outstanding achievements in the undergraduate program of B.Com (Finance and Accounting)



**Akash M
(2012291)**

TOPPERS OF BCOM(F&A)

Congratulations to the two academic toppers in the Finance Specialization and Accounting & Taxation Specialization of the Final year B.Com (F&A), respectively. Their dedication, hard work & achievements inspire others. Prof Biju Toms, Director, School of Commerce, Finance and Accountancy and Dr Budha Anuradha, DPS, presented awards.



R Ruthu
2012059



Jaina Shreepal Shah
2012370

HONOURING FINAL YEAR REPRESENTATIVE'S

Culminaire '23



The Class Representatives of all four sections of Final Year B.Com (F&A) were awarded Certificate for being dedicated towards their responsibility (From Left)

Section A: Vaishnavi S - 2012079, Philip Alan - 2012024,

Section B: Shreya H - 2012180, Justin George - 2012120 ,

Section C: Shamika - 2012259, Akash M - 2012291,

Section D: Deepak K - 2012373, Shreya Raj - 2012372.

100% ATTENDANCE CERTIFICATE & AWARD

Culminaire '23



Akash M (2012291) of Final Year B.Com (F&A) was honoured for maintaining 100% attendance in all six semesters.

HONOURING USC & SSCs

Culminaire '23

For the Academic year 2022 - 2023, the School Student Council consisting of Final year B.Com (F&A) Students, along with the University Student Council member from Final year B.Com (F&A), were felicitated for their hard work, contribution, and dedicated efforts towards the prestigious Department of Professional Studies.



A K Dharshini

2012270

University Student Council



School Level Student Councils (from right)

Section A: Kampa Brati Sundar - 2012016

Section B: Alwin Shajan - 2012105

Section C: Arun Syama Prasad - 2012207

Section D: Yeshwanth Raju N D - 2012375



NEWSLETTER RELEASE



Release of "Magnate - The Chartered's Corner" Volume 1, Issue 2 & Issue 3 of a Quarterly Newsletter of B.Com (F&A) in Culminaire 2023. Akash M, Student Editor, Dr. Senthil Kumar A, Faculty Editor, Dr. Elizabeth Renju, Programme Co-coordinator & Dr. Shefali Srivastava, Assistant Professor (from left) releasing the Newsletter.





DANCE & SKIT PERFORMANCE BY FACULTY MEMBERS AND STUDENTS OF B.COM (F&A)



Dance Performance by CA Rashmi Vadavi, Adjunct Faculty
& Students of 3rd Year B.Com (F&A)

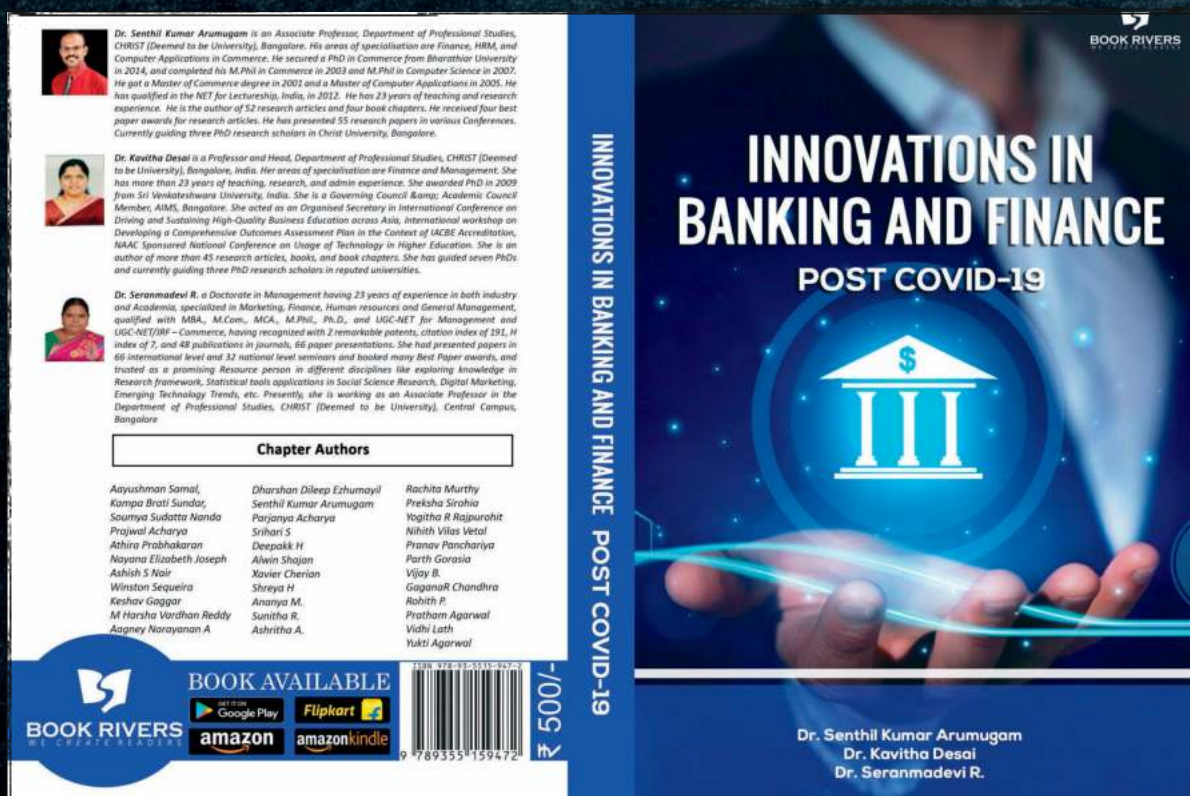


Skit performance by Dr. Senthil Kumar A & Students of
1st, 2nd & 3rd Year B.Com (F&A)

BOOKS RELEASE

Culminaire '23

Final year students of B.Com (F&A) did Research as part of their curriculum under the guidance and supervision of respected faculty members. The Research was done based on the specialisation chosen by the students. Five books were published with ISBN numbers which consist of a compilation of all the research papers done by the 118 Final year B.Com (F&A) students, 16 Final year B.Com (Professional) students & 2 Final year B.Com (International Finance) students. Book Rivers Publication, Lucknow, India published these books. These books are available on Amazon, Amazon Kindle, Flipkart and Publisher's website.



Book 1

**Innovations in Banking and Finance
 Post COVID 19**

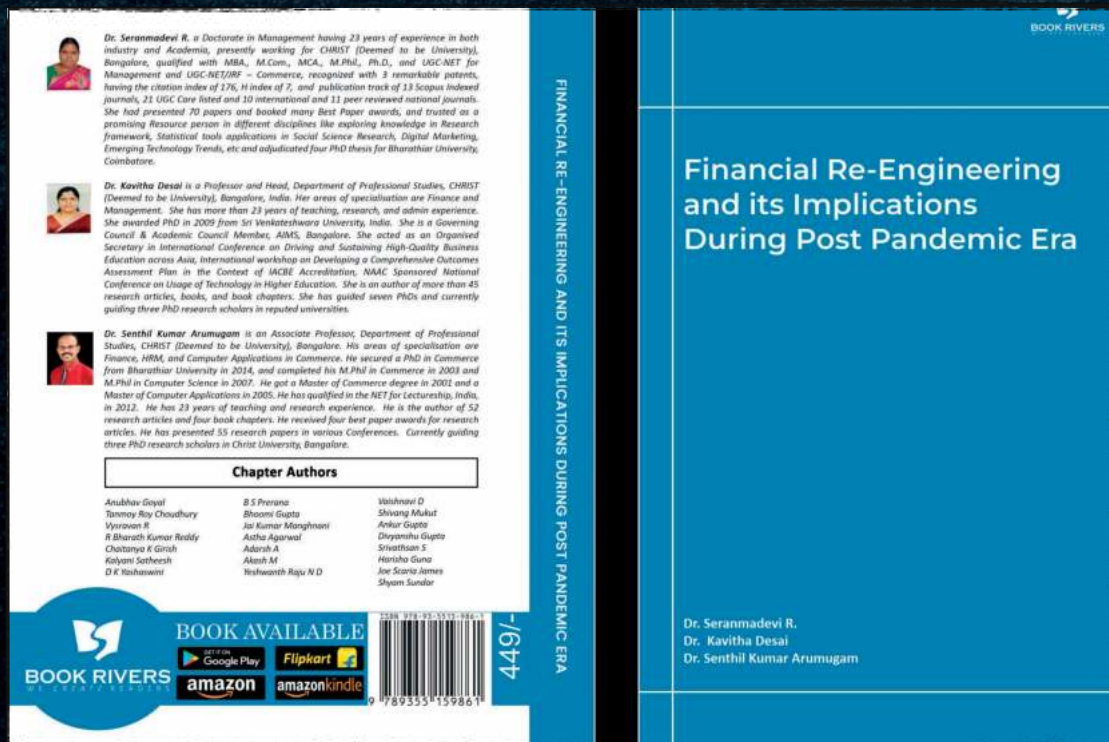
BOOKS RELEASE

Culminaire '23



Book 2

Decoding Human Behaviour: The Science of Human Behaviour in HR and Marketing

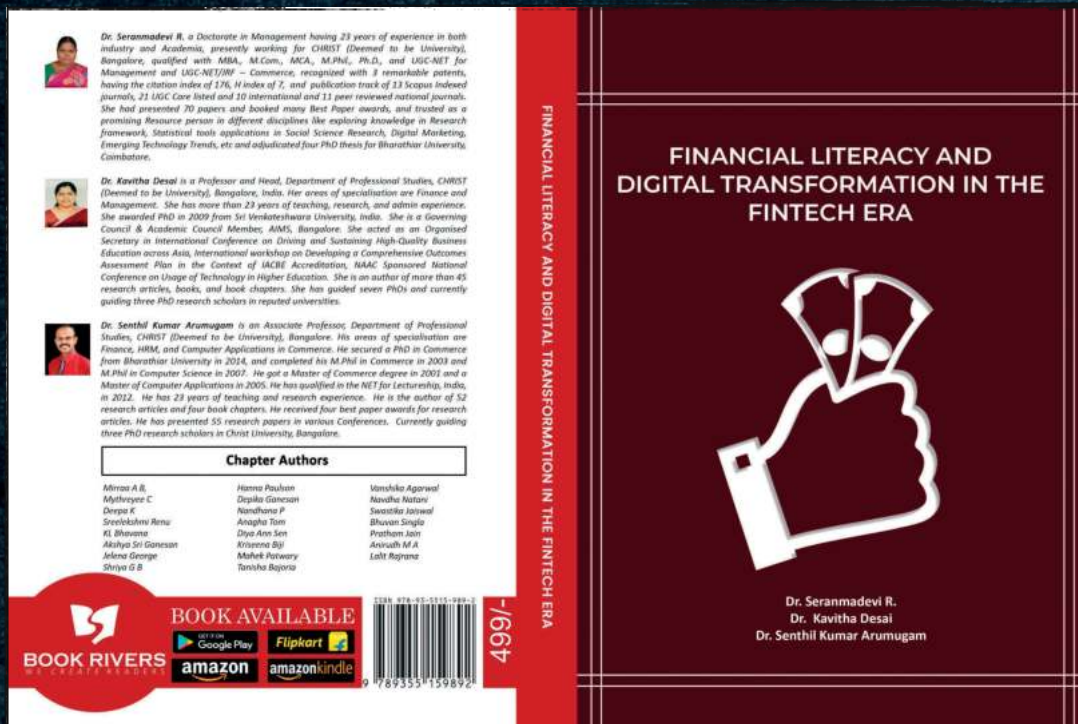


Book 3

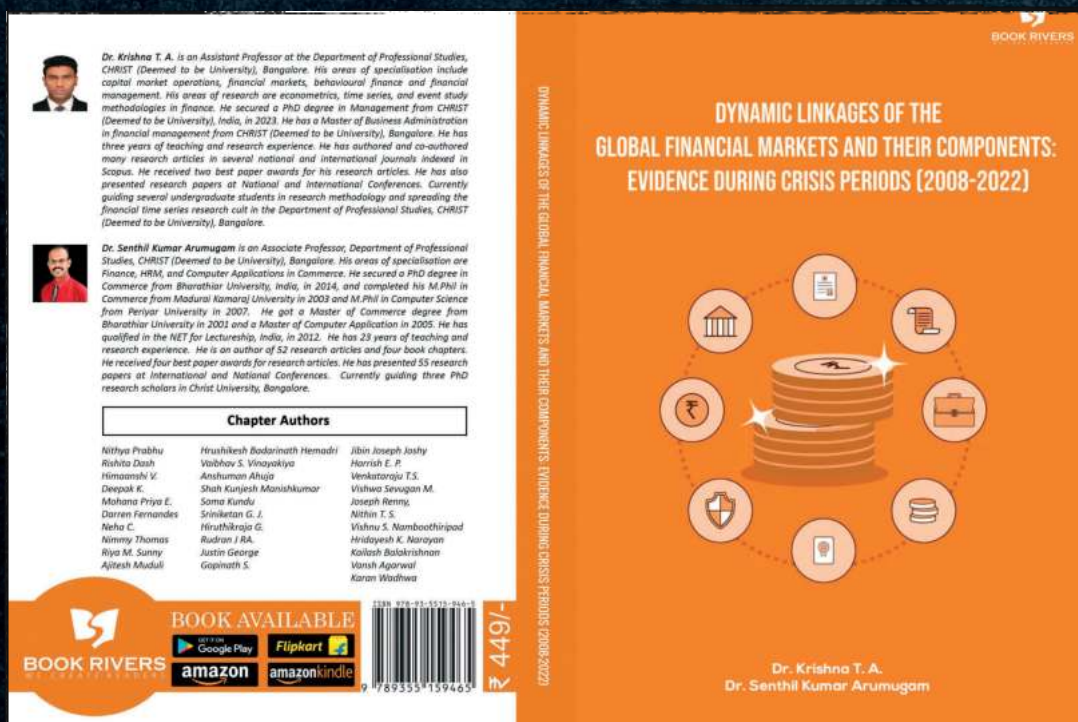
Financial Re-Engineering and its Implications During Post Pandemic Era

BOOKS RELEASE

Culminaire '23



Book 4 Financial Literacy and Digital Transformation in Fintech ERA



Book 5 Dynamic Linkages of the Global Financial Markets and Their Components: Evidence During Crisis Periods (2008-2022)

BOOK 1

INNOVATIONS IN BANKING AND FINANCE POST COVID-19

Editors of the Book:

Dr. Senthil Kumar Arumugam, Associate Professor; DPS

Dr Kavitha Desai, Professor, DPS

Dr Seranmadevi R. , Associate Professor; DPS

Link: <https://www.store.bookrivers.com/product/innovations-in-banking-and-finance-post-covid-19/>

ISBN: 978-93-5515-947-2

Year: March, 2023

| Student Name | Programme Name | Publication Title | Page No. |
|---|--|--|----------|
| 1. Aayushman Samal 2. Kampa Brati Sundar 3. Soumya Sudatta Nanda | UG -B.Com (F&A), Final year | Chapter 1: Customers' Opinion on Grievance Redressal Mechanism for Online Banking Fraud; in a Book Titled -Innovations in Banking and Finance Post Covid-19 | 1 - 30 |
| 1. Prajwal Acharya 2. Athira Prabhakaran 3. Nayana Elizabeth Joseph | UG -B.Com (F&A), Final year | Chapter 2: Cognitive Biases influencing Generation Z Investors' Investment Decisions; in a Book Titled -Innovations in Banking and Finance Post Covid-19 | 31 - 58 |
| 1. Ashish S Nair 2. Winston Sequeira 3. Keshav Gaggar | UG - B.Com (F&A), Final year | Chapter 3: A Study on Robotic Process Automation in the Banking Sector; in a Book Titled - Innovations in Banking and Finance Post Covid-19 | 59 - 77 |
| 1. M Harsha Vardhan Reddy 2. Aagney Narayanan A 3. Dharshan Dileep Ezhumayil 4. Dr.Senthil Kumar Arumugam* | UG - B.Com (F&A), Final year *Associate Professor, DPS | Chapter 4: A Study on Consumer Preference towards Cryptocurrency Trading; in a Book Titled- Innovations in Banking and Finance Post Covid-19 | 78 - 102 |
| 1. Parjanya Acharya 2. Srihari S 3. Deepakk H | UG -B.Com (F&A), Final year | Chapter 5: Effect of Investments Made by Foreign Institutional Investors in the Indian Stock Market with Special Reference to Information Technology Sector; in a Book Titled -Innovations in Banking and Finance Post Covid-19 | 103-136 |

STUDENTS' RESEARCH PUBLICATION DETAILS

Culminaire '23

BOOK 1

INNOVATIONS IN BANKING AND FINANCE POST COVID-19

Editors of the Book:

Dr. Senthil Kumar Arumugam, Associate Professor; DPS

Dr Kavitha Desai, Professor, DPS

Dr Seranmadevi R. , Associate Professor; DPS

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ISBN: 978-93-5515-947-2

Year: March, 2023

| Student Name | Programme Name | Publication Title | Page No. |
|--|---------------------------------|--|-----------|
| 1. Alwin Shajan 2. Xavier Cherian 3. Shreya H | UG -B.Com (F&A), Final year | Chapter 6: Effect of India China Galwan Valley Clash and Successive Geopolitical Tensions on the Indian Economy; in a Book Titled - Innovations in Banking and Finance Post Covid-19 | 137-168 |
| 1. Ananya M., 2. Sunitha R., 3. Ashritha A. | UG - B.Com (F&A), Final year | Chapter 7: Consumers' Rate of Acceptance towards Electronic Vehicles; in a Book Titled Innovations in banking and Finance Post Covid-19 | 169 - 196 |
| 1. Rachita Murthy 2. Preksha Sirohia 3. Yogitha R Rajpurohit | UG - B.Com (F&A), Final year | Chapter 8: Leveraging Technology in Statutory Audit Processes through Big Data Analysis Tools; in a Book Titled - Innovations in Banking and Finance Post Covid-19 | 197 - 233 |
| 1. Nihith Vilas Vetral 2. Pranav Panchariya 3. Parth Gorasia | UG -B.Com (F&A), Final year | Chapter 9: Quantitative and Qualitative Analysis of the Main Board Stock Exchange (NSE and BSE) and SME Board Stock Exchange (BSE SME and NSE EMERGE) in India; in a Book Titled Innovations in Banking and Finance Post Covid-19 | 234 - 263 |
| 1. Vijay B., 2. Gagana R Chandhra 3. Rohith P. | UG -B.Com (F&A), Final year | Chapter 10: Effect of Social Media Influencers on Brand Awareness and Customer- Innovations in Banking and Finance Post Covid-19 | 264 -300 |
| 1. Pratham Agarwal 2. Vidhi Lath 3. Yukti Agarwal | UG - B.Com (F&A), Final year | Chapter 11: Influence of Leadership Style and Employee Engagement on the Performance of the Millennial Employees; in a Book Titled - Innovations in Banking and Finance Post Covid-19 | 301-333 |

BOOK 2

DECODING HUMAN BEHAVIOUR: THE SCIENCE OF HUMAN BEHAVIOUR IN HR AND MARKETING

Editors of the Book:

Dr. M. Umasankar, Associate Professor, DPS,

Dr Kavitha Desai, Professor, DPS,

Dr. Senthil Kumar Arumugam, Associate Professor, DPS.

Link: <https://www.store.bookrivers.com/product/decoding-human-behaviour-the-science-of-human-behaviour-in-hr-and-marketing/>**ISBN:** 978-93-5515-987-8**Year:** March, 2023

| Student Name | Programme Name | Publication Title | Page No. |
|--|---------------------------------|--|----------|
| 1. Chirag Poornaditya Jaiprakash 2. Nithin Kurien Eapen 3. Parikshith D | UG -B.Com (F&A), Final year | Chapter 1: Influence of Employee Behaviour on their Preference of Leadership Style; in the book titled Decoding Human Behaviour: The Science of Human Behaviour in HR and Marketing | 1-27 |
| 1. Shangamesh T 2. Lakshmi J 3. Joel K Saju | UG -B.Com (F&A), Final year | Chapter 2: Behavioural Impact of Daily Commuting on Employee Productivity; in the book titled Decoding Human Behaviour: The Science of Human Behaviour in HR and Marketing | 28-49 |
| 1. Aayushi Mukherjee 2. Garima Surana 3. Bineet Sethi | UG - B.Com (F&A), Final year | Chapter 3: Work Environment and the Mental Health of Teachers; in the book titled Decoding Human Behaviour: The Science of Human Behaviour in HR and Marketing | 50-77 |
| 1. Pritisha S 2. Khushi Chowdhary 3. Srinidhi Prasad | UG - B.Com (F&A), Final year | Chapter 4: Factors Causing Stress among Gen Z; in the book titled Decoding Human Behaviour: The Science of Human Behaviour in HR and Marketing | 78-97 |
| 1. Hema H 2. Kusuma I Dodamani 3. Samiksha S | UG -B.Com (F&A), Final year | Chapter 5: Social Media Marketing and Purchasing Behaviour of Young Adults; in the book titled Decoding Human Behaviour: The Science of Human Behaviour in HR and Marketing | 98-116 |

DECODING HUMAN BEHAVIOUR: THE SCIENCE OF HUMAN BEHAVIOUR IN HR AND MARKETING

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Link: <https://www.store.bookrivers.com/product/decoding-human-behaviour-the-science-of-human-behaviour-in-hr-and-marketing/>**ISBN:** 978-93-5515-987-8**Year:** March, 2023

| Student Name | Programme Name | Publication Title | Page No. |
|---|---------------------------------|---|----------|
| 1. Bharti Singh 2. Farasha Fathima P M 3. Vaishnavi G | UG -B.Com (F&A), Final year | Chapter 6: Effect on the Social Quotient on Employee Behaviour in IT sector Post-Pandemic; in the book titled Decoding Human Behaviour: The Science of Human Behaviour in HR and Marketing | 117-149 |
| 1. Sandip Kumar Das 2. Maria Martin 3. Swetha S | UG - B.Com (F&A), Final year | Chapter 7: Social Quotient and Social Behaviour in the Social Media World; in the book titled Decoding Human Behaviour: The Science of Human Behaviour in HR and Marketing | 150-175 |
| 1. Chiranjeevi M 2. Yamuna Kumar M N 3. Edwin Johnson | UG - B.Com (F&A), Final year | Chapter 8: Exploring the Role of Human Behaviour in Investor Decision-Making through Social Media; in the book titled Decoding Human Behaviour: The Science of Human Behaviour in HR and Marketing | 176-201 |
| 1. Danush Subramaniyam 2. G Sri Ramji 3. Praveen Prabhu M | UG -B.Com (F&A), Final year | Chapter 9: Consumer Behaviour and Risk Aversion on Consumption of Instant Food products; in the book titled Decoding Human Behaviour: The Science of Human Behaviour in HR and Marketing | 202-231 |
| 1. Lathiga Shri S 2. Swarnaanjali M S 3. Saujanya | UG -B.Com (F&A), Final year | Chapter 10: Exploring Second-Generation Entrepreneurs; in the book titled Decoding Human Behaviour: The Science of Human Behaviour in HR and Marketing | 232-260 |

BOOK 3

DYNAMIC LINKAGES OF THE GLOBAL FINANCIAL MARKETS AND THEIR COMPONENTS: EVIDENCE DURING CRISIS PERIODS (2008 - 2022)

Editors of the Book:

Dr Krishna T. A, Assistant Professor, DPS

Dr. Senthil Kumar Arumugam, Associate Professor, DPS

Link: <https://www.store.bookrivers.com/product/dynamic-linkages-of-the-global-financial-markets-and-their-components-evidence-during-crisis-periods-2008-2022/>

ISBN: 978-93-5515-946-5

Year: March, 2023

| Student Name | Programme Name | Publication Title | Page No. |
|---|---------------------------------|--|----------|
| 1. Nithya Prabhu 2. Rishita Dash 3. Himaanshi V | UG -B.Com (F&A), Final year | Chapter 1: The Dynamic Relationship between the Segments of the - Dynamic Linkages of the Global Financial Markets and their Components: Evidence during Crisis Periods (2008 - 2022) | 1-30 |
| 1. Deepak K. 2. Mohana Priya E. 3. Darren Fernandes | UG -B.Com (F&A), Final year | Chapter 2: Interactions among the various Sectors of the Indian Economy: Empirical Evidence from Nifty Sectoral Indices; In a book titled - their Components: Evidence during Crisis Periods (2008 - 2022) | 31-64 |
| 1. Neha C. 2. Nimmy Thomas 3. Riya M. Sunny | UG - B.Com (F&A), Final year | Chapter 3: Dynamics among the Leading Asian Stock Markets: Evidence from the Global Financial Crisis and the Covid-19 Crisis Periods; In a book titled - Dynamic Linkages of the Global Financial Markets and their Components: Evidence during Crisis Periods (2008 - 2022) | 65-97 |
| 1. Ajitesh Muduli 2. Hrushikesh Badarinath 3. Vaibhav S. Vinayakiya | UG - B.Com (F&A), Final year | Chapter 4: Casualty and Cointegration among Sectoral Indices of the Bombay Stock Exchange; In a book titled - Dynamic Linkages of the Global Financial Markets and their Components: Evidence during Crisis Periods (2008 - 2022) | 98-124 |

BOOK 3

DYNAMIC LINKAGES OF THE GLOBAL FINANCIAL MARKETS AND THEIR COMPONENTS: EVIDENCE DURING CRISIS PERIODS (2008 - 2022)

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ISBN: 978-93-5515-946-5

Year: March, 2023

| Student Name | Programme Name | Publication Title | Page No. |
|---|---------------------------------|--|----------|
| 1. Anshuman Ahuja 2. Shah Kunjesh Manishkumar 3. Soma Kundu | UG -B.Com (F&A), Final year | Chapter 5: Cointegration among the Leading Foreign Currencies: Evidence from USD, GBP, EUR and JPY to INR Exchange Rates: Evidence from the Global Financial Crisis and the Covid-19 Crisis Periods; In a book titled - Dynamic Linkages of the Global Financial Markets and their Components: Evidence during Crisis Periods (2008 - 2022) | 125-155 |
| 1. Deepak K. 2. Mohana Priya E. 3. Darren Fernandes | UG -B.Com (F&A), Final year | Chapter 6: Cointegration among the Leading Foreign Currencies: Evidence from USD, GBP, EUR and JPY to INR Exchange Rates: Evidence from the Global Financial Crisis and the Covid-19 Crisis Periods; In a book titled - Dynamic Linkages of the Global Financial Markets and their Components: Evidence during Crisis Periods (2008 - 2022) | 156-176 |
| 1. Justin George 2. Gopinath S. 3. Jibin Joseph Joshy | UG - B.Com (F&A), Final year | Chapter 7: Cross-Correlation among the Global Equity Markets: Evidence from the Stock Markets of G7 and BRICS Nations; In a book titled - Dynamic Linkages of the Global Financial Markets and their Components: Evidence during Crisis Periods (2008 - 2022) | 177-199 |
| 1. Harrish E. P. 2. Venkataraju T.S. 3. Vishwa Sevugan M. | UG - B.Com (F&A), Final year | Chapter 8: Causal Relationship among Stock Markets of the European Countries during Covid-19 Crisis; In a book titled - Dynamic Linkages of the Global Financial Markets and their Components: Evidence during Crisis Periods (2008 - 2022) | 200-230 |

BOOK 3

DYNAMIC LINKAGES OF THE GLOBAL FINANCIAL MARKETS AND THEIR COMPONENTS: EVIDENCE DURING CRISIS PERIODS (2008 - 2022)

Editors of the Book:

Dr Krishna T. A, Assistant Professor, DPS

Dr. Senthil Kumar Arumugam, Associate Professor, DPS

Link: <https://www.store.bookrivers.com/product/dynamic-linkages-of-the-global-financial-markets-and-their-components-evidence-during-crisis-periods-2008-2022/>

ISBN: 978-93-5515-946-5

Year: March, 2023

| Student Name | Programme Name | Publication Title | Page No. |
|--|--|--|----------|
| 1. Joseph Renny 2. Nithin T. S. 3. Vishnu S. Namboothiripad | UG -B.Com (F&A), Final year | Chapter 9: Cross-Correlation between Gold Price, Crude Oil, VIX and Stock Market: Evidence from BSE and NSE; In a book titled - Dynamic Linkages of the Global Financial Markets and their Components: Evidence during Crisis Periods (2008 - 2022) | 231-251 |
| 1. Hridayesh K. 2. Narayan 3. Kailash Balakrishnan | UG - B.Com (International Finance), Final year | Chapter 10: Estimating Stock Market Volatility during the GFC and Covid -19 Crisis Periods: Evidence from the GARCH (1,1) Model; in a book titled - Dynamic Linkages of the Global Financial Markets and their Components: Evidence during Crisis Periods (2008 - 2022) | 252-278 |
| 1. Vansh Agarwal 2. Karan Wadhwa | UG - B.Com (F&A), Final year | Chapter 11: Impact of Macro-Economic Variables on the Indian Bond Yields; In a book titled - Dynamic Linkages of the Global Financial Markets and their Components: Evidence during Crisis Periods (2008 - 2022) | 279-305 |

BOOK 4

FINANCIAL RE-ENGINEERING AND ITS IMPLICATIONS DURING POST PANDEMIC ERA

Editors of the Book:

Dr.Seranmadevi R., Associate Professor, DPS

Dr Kavitha Desai, Professor, DPS

Dr. Senthil Kumar Arumugam, Associate Professor; DPS

Link: <https://www.store.bookrivers.com/product/financial-re-engineering-and-its-implications-during-post-pandemic-era/>

ISBN: 978-93-5515-986-1

Year: March 2023

| Student Name | Programme Name | Publication Title | Page No. |
|---|---------------------------------|---|----------|
| 1. Anubhav Goyal 2. Tanmoy Roy Choudhury 3. Vysravan R | UG -B.Com (F&A), Final year | Chapter 1: A Study on Investing using the Core-Satellite Approach and its Implementation in India; in a book titled Financial Re-Engineering and its Implications during Post Pandemic Era | 1-29 |
| 1. R Bharath Kumar Reddy 2. Chaitanya K Girish | UG -B.Com (F&A), Final year | Chapter 2: Asymmetric Effect of Oil Prices on the Exchange Rate and Macroeconomic Variables; in a book titled Financial Re-Engineering and its Implications during Post Pandemic Era | 30-51 |
| 1. Kalyani Satheesh 2. D K Yashaswini 3. B S Prerana | UG - B.Com (F&A), Final year | Chapter 3: Evaluation of Tax Structure Implication on the Economic Performance with Reference to India, United States and China; in a book titled Financial Re-Engineering and its Implications during Post Pandemic Era | 52-69 |
| 1. Bhoomi Gupta 2. Jai Kumar Manghnani 3. Astha Agarwal | UG - B.Com (F&A), Final year | Chapter 4: Investor's Awareness and Perception towards Crowdfunding in India; in a book titled Financial Re-Engineering and its Implications during Post Pandemic Era | 70-91 |
| 1. Adarsh A 2. Akash M 3. Yeshwanth Raju N D | UG - B.Com (F&A), Final year | Chapter 5: Impact of Tax Incentives on Entrepreneurship Developments and Innovations; in a book titled Financial Re-Engineering and its Implications during Post Pandemic Era | 92-115 |

BOOK 4

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ISBN: 978-93-5515-986-1

Year: March 2023

| Student Name | Programme Name | Publication Title | Page No. |
|--|---|---|----------|
| 1. Vaishnavi D 2. Shivang Mukut | UG -B.Com (Professional), Final year | Chapter 6: Capital Structure Analysis of Penny Stocks; in a book titled Financial Re-Engineering and its Implications during Post Pandemic Era | 116-135 |
| 1. Ankur Gupta 2. Divyanshu Gupta | UG -B.Com (Professional), Final year | Chapter 7: Shell Companies and Fraudulent Activities; in a book titled Financial Re-Engineering and its Implications during Post Pandemic Era | 136-157 |
| 1.Srivathsan S 2.Harisha Guna | UG - B.Com (Professional), Final year | Chapter 8: Leverages Multiplier Effect on EPS; in a book titled Financial Re-Engineering and its Implications during Post Pandemic Era | 158-178 |
| 1. Joe Scaria James 2. Shyam Sundar B | UG - B.Com (Professional), Final year | Chapter 9: A Study on Financial Literacy and Investment Decision among Women Employees; in a book titled Financial Re- Engineering and its Implications during Post Pandemic Era | 179-195 |

BOOK 5

FINANCIAL LITERACY AND DIGITAL TRANSFORMATION IN THE FINTECH ERA

Editors of the Book:**Dr.Seranmadevi R., Associate Professor, DPS****Dr Kavitha Desai, Professor, DPS****Dr. Senthil Kumar Arumugam, Associate Professor, DPS****Link:** <https://www.store.bookrivers.com/product/financial-literacy-and-digital-transformation-in-the-fintech-era/>**ISBN:** 978-93-5515-989-2**Year:** March 2023

| Student Name | Programme Name | Publication Title | Page No. |
|---|---|---|----------|
| 1. Mirraa A B, 2. Mythreyee C 3. Deepa K | UG -B.Com (F&A), Final year | Chapter 1: Inclination of Consumers towards Meme Marketing; in a book titled Financial Literacy and Digital Transformation in the Fintech Era | 1-19 |
| 1. Sreelekshmi Renu 2. KL Bhavana 3. Akshya Sri Ganesan | UG -B.Com (F&A), Final year | Chapter 2: Analysis on Investment Portfolios of Gen Z in comparison to Millennials and Gen X in Bengaluru; in a book titled Financial Literacy and Digital Transformation in the Fintech Era | 20-45 |
| 1. Jelena George 2. Shriya G B 3. Hanna Paulson | UG -B.Com (F&A), Final year | Chapter 3: Positive and Negative Impacts of Digital Detoxification on Working Community; in a book titled Financial Literacy and Digital Transformation in the Fintech Era | 46-63 |
| 1. Depika Ganesan 2. Nandhana P | UG - B.Com (Professional), Final year | Chapter 4: A Study on the Influence of Demographic Factors on Investment Bias; in a book titled Financial Literacy and Digital Transformation in the Fintech Era | 64-83 |
| 1.Anagha Tom 2.Diya Ann Sen 3.Kriseena Biji | UG -B.Com (F&A), Final year | Chapter 5: An Investigation into the Growing Adoption of Fintech among Gen Z; in a book titled Financial Literacy and Digital Transformation in the Fintech Era | 84-100 |

BOOK 5

FINANCIAL LITERACY AND DIGITAL TRANSFORMATION IN THE FINTECH ERA

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| Student Name | Programme Name | Publication Title | Page No. |
|---|---|--|----------|
| 1. Mahek Patwary 2. Tanisha Bajoria 3. Vanshika Agarwal | UG -B.Com (F&A), Final year | Chapter 6: A Study on Usage Pattern of UPI Payments among the Unorganised Retailers and How it enabled them Transform into Organised Retailers; in a book titled Financial Literacy and Digital Transformation in the Fintech Era | 101-129 |
| 1. Navdha Natani 2. Swastika Jaiswal | UG -B.Com (F&A), Final year | Chapter 7: Impact of Social Media Finance Content Creators on Financial Literacy among Students and Professionals of Various Fields of Study; in a book titled Financial Literacy and Digital Transformation in the Fintech Era | 130-145 |
| 1. Bhuvan Singla 2. Pratham Jain | UG - B.Com (Professional), Final year | Chapter 8: A Study on Consumers' Convenience and Satisfaction on Fintech Services for Digital Payments in India; in a book titled Financial Literacy and Digital Transformation in the Fintech Era | 146-167 |
| 1. Anirudh M A 2. Lalit Rajrana | UG - B.Com (Professional), Final year | Chapter 9: Emergence of E-Commerce Grocery Websites and its Impact on Traditional Retail Business during Pandemic; in a book titled Financial Literacy and Digital Transformation in the Fintech Era | 168-187 |

AN ORIENTATION ON FINAL YEAR SPECIALIZATION

Department of Professional Studies conducted an Online Orientation Meeting on "Subject Specialization in B.Com (F&A) Final year" on the 20th of May, 2023, for the 2021-24 batch of B.Com (F&A) Students. Around 240 second-year students participated in the orientation programme. Prof. Bhavesh Rajani (Founder & Director of Bhagwati Education Institute), CA Purshotham (Faculty-DPS & Alumnus), Mr Ansh Umesh Kalani, along with the students of the 2019-2022 Batch addressed their juniors and they clarified the students' doubts. The programme was organized by Dr Senthil Kumar A., B.Com (F&A) Co-ordinator.



CA Purshotham addressing the students of Final Year B.Com (F&A)



**Prof. Bhavesh Rajani addressing the students of
Final Year B.Com (F&A)**

FIVE-DAY SKILL DEVELOPMENT PROGRAMME ON DATA ANALYSIS USING ECONOMETRICS TOOLS

Dr Seranmadevi R of B.Com (F&A), DPS, organized a five-day Skill Development Programme on 23rd March 2023. Mr Rajkumar Chavan, Assistant Professor, MLA Academy of Higher Learning & PhD Research Scholar, DPS, shared his immense knowledge with the students. Mr Rajkumar Chavan explained the basic theoretical concepts and conducted a practice session with the participants. On the first day, around 47 students from B.Com (F&A), B.Com (P), BBA (F&A), M.Com (IF), and PhD Scholars, along with three faculty members, attended the workshop.



Mr. Rajkumar Chavan addressing the students of DPS



CASE STUDY PROJECTS PRESENTATION BY THE STUDENTS



The Final Year B.Com(F&A) Students presented their Case Study Projects in different themes for the Course 'Strategic Management' from 1st to 19th April 2023. Dr. Seranmadevi R. and Dr Umasankar M. Course Faculty Members evaluated the Case Study Projects. Around 80 Projects were presented by A, B, C and D section students.



STUDENTS' PARTICIPATION IN CONFERENCE

MUNs - MODEL UNITED NATION VITC Model United Nations Conference

Vellore Institute of Technology, Chennai, conducted its 6th Edition of the Model UN Conference on 24th, 25th & 26th of March'23. There were around 425+ Delegates with seven committees. Four students representing Christ University from DPS participated in this conference in Chennai, namely Dhanush Tadepalli of BBA (F&A), Neha Kuriachan of 3rd Year B.Com (F&A), Arun Prasath of 3rd Year B.Com (F&A), and Depika Ganesan of B.Com (P). Arun Prasath won High Commendation in the International Press Corps.



Neha Kuriachan & Arun Prasath
(From left First and Third)

STUDENTS' PARTICIPATION IN CONFERENCE

MUNs - MODEL UNITED NATION



Christ University School of Business and Social Studies Model United Nations (CUBS MUN 2023) was hosted by Christ University, Bannerghatta Campus, on the 19th, 20th & 21st of April 2023. The conference had around four committees, and two students from DPS participated in this conference. Arun Prasath K J, from 3rd Year B.Com (F&A) A, won 'Best Reporter' in the International Press Corps.

ROTA MUN, Chennai, conducted its 3rd Edition of MUN on the 15th & 16th of April 2023. There were around 100+ Delegates with six committees. Deepika Ganesan of 3rd Year B.Com(P), was part of the executive board as the Head of the International Press.

Arun Prasath of 3rd Year B.Com (F&A) A, participated in the same representing Christ University and won the Special Mention in the International Press Corps by reporting for the UNCND.



Higher Studies Abroad & IIM, India



Nithin
2012368

Nithin (2012368) is pursuing MSc (Accounting and Financial Management) at Lancaster University (288 rank in QS World University Ranking 2024, 10th rank in the UK), the United Kingdom. He is an alumnus of B.Com(F&A), Batch 2020-2023.

Sree Ram M (2012132) has joined Queen Mary University of London (145 rank in QS World University Ranking 2024), the United Kingdom, to pursue MSc in Management. He is an alumnus of B.Com(F&A), Batch 2020-2023. His course will start in September 2023.



Sree Ram M
2012132



Adarsh Anand
2012283

Adarsh Anand (2012283) is pursuing a Master of Accounting at Monash University (42nd rank in QS World University Ranking 2024) in Melbourne, Australia. He is an alumnus of B.Com(F&A), Batch 2020-2023.

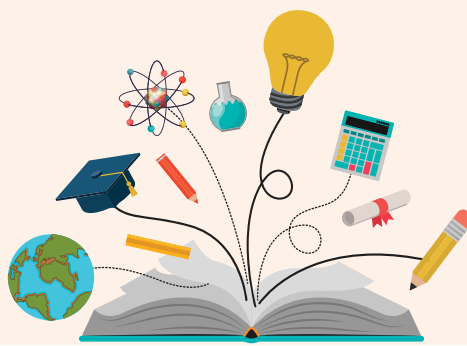
Karishma M (1912136) enrolled for MBA at IIM Kashipur, Uttarakhand, in June 2023. She is an alumnus of B.Com(F&A), Batch 2019-2022.



Karishma M
1912136

INTERNSHIP DETAILS

| Reg no. | Name | Class &Section | Company Name | Location | Date of Joining |
|---------|----------------|--------------------------|---|------------------------|------------------|
| 2112181 | Vibha G | II Year B.Com(F&A),B | MHS | Bangalore (Online) | 7th April 2023 |
| 2112107 | Aviral Gupta | II Year B.Com(F&A),B | Molecular Imaging and Therapy | Delhi (Hybrid) | 21st May 2023 |
| 2112151 | IVK Harshita | II Year B.Com(F&A),B | She Can Foundation | Bangalore (Online) | 23rd May 2023 |
| 2112315 | Kameshwaran OM | II Year B.Com(F&A), D | IIT Bhubaneswar (Teachnook Bangalore Branch) | Bangalore (Online) | 1st January 2023 |
| 2112182 | Bharath Surya | II Year B.Com(F&A),B | Suraj Singri & Co. | Bangalore (Offline) | 31st May 2023 |
| 2212316 | Rahul Saraf | I Year B.Com(F&A),D | Cult Fit | Bangalore (Offline) | 20th March 2023 |



CO-CURRICULARS

Professional Course Completion

Vysravan Rajesh (2012238) completed CFA Level 1 in February 2023, securing 90+ percentile.



PARTICIPATION IN CASE STUDY COMPETITION

Mohammed Sulaimon (2112023), of 2nd Year B.Com (F&A) A, (In Photo: From left fourth one), along with his team from DPS, participated in "IMA India Student Case Study Competition 2023" as one of the top 6 national finalists held at Delhi on the 3rd of March 2023.



Syed Affaan Ahmed (2012233), 3rd Year B.Com (F&A), C, participated in the "CMA US Case Competition" organized by CMA US, India, in March 2023. He also participated in the "Global Case Competition" at Harvard Business School in the USA.

CO-CURRICULARS

PARTICIPATION IN CASE STUDY COMPETITION



A team consisting of Armaan Shariff of Second Year B.Com (F&A), Maya Bishnoi of Second Year B.Com (P), Sneha Bhat of Second Year B.Com (P), Preeti Chandani of Second Year B.Com (IF) had been selected for the finals of "Deloitte GSM Case Study competition" which was held in Hyderabad from 27th April 2023 to 29th April 2023. Along with it, they won a cash prize of Rs. 1,00,000.



Vasudev Iyengar (2212359) from 1st Year B.Com (F&A), D, won first place in the Investment Strategy competition "Invaso", organized by the E-Cell, Indian Institute of Technology Madras in Chennai on 8th April 2023.

STUDENTS PARTICIPATION IN EXTRA-CURRICULAR ACTIVITIES OUTSIDE



Enact'23, a cultural fest, was hosted by St. Joseph's College of Commerce on 31st March 2023 and 1st April 2023. Multiple teams from different colleges took part in the event. Team Professionals from DPS participated in the Street Play, Group Mime, and Solo Mime and bagged 2nd place in Street Play. Team Kranti from DPS participated in Proscenium, Solo Mime, and Mono Acting. Arun Prasath, Second-year B.Com (F&A), won 3rd place in Solo Mime.



Members of Team Professionals and Team Kranti





BLOSSOMS



2023

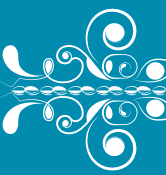
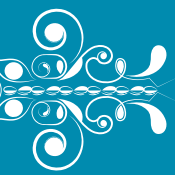


BLOSSOMS 2023

ABOUT BLOSSOMS

An annual cultural fest organised by the Student Welfare Office, Blossoms seeks to host activities and competitions at the inter-deanery level. Much like Darpan in its search for talent and skills among the students and participants, Blossoms provides an opportunity on a bigger scale. With varying categories of activities like literary, art, and performing arts like music, dance and theatre, the fest witnesses a remarkable display of flair and brilliance among all associated with it. Blossoms is followed shortly by the two days of Carnival, organised and managed by SWO volunteers for the students on campus. The Blossoms Carnival arranges for competitions among all the classes and programmes, requiring maximum participation from everyone. At the end of the Carnival, the cumulative achievements of the students are celebrated, and the winning style is chosen from among them.

The events and success of the students who participated in Blossoms led to the finale in the form of the Blossoms Final, wherein the winners of all the events compete with sister institutions, including the Bannerghatta Road Campus, Central Campus, Yeshwantpur Campus as well as the Kengeri Campus. In an impressive display of abilities and skills, the finest from each campus participate in the final round of all events to earn a chance to represent their campus. The fest unfolded in two phases: Blossoms Prelims, an intra-departmental competition managed by the Department of Professional Studies, commencing on 3rd February 2023 with Poster Painting and concluding on 3rd March 2023 with Mime. Lastly, Theatre Events encompassed Street Plays and Proscenium performances. The pinnacle of the festival was the Blossoms Finals. In this inter-deanery event, winners and runner-ups from the Prelims represented their respective Departments, competing fiercely against other Department Winners to display their talents and skills on this prestigious platform.



DEPARTMENTAL EVENTS

BLOSSOMS

DANCE EXTRAVAGANZA

Team Danceablanca



The team, consisting of approximately 40 participants from the B.Com (F&A) program, was established in 2023 by Sankar Manikandan C (2012130) and Hariprasada K (2012113). The founders decided to form the team for two main reasons. Firstly, they considered the large number of students in the B.Com (F&A) program, around 850, and realized that creating an additional team would allow for greater participation. Secondly, the founders had always harboured a desire to establish a team. The event occurred on the 19th of April, 2023, at Block 1.



Team Scene Contra **DEPARTMENTAL EVENT**



The team secured 3rd position in the event and is the only team from the Bangalore Central Campus to hold a position. Around 108 students from B.Com (F&A) participated in the team for the event.



BLOSSOMS PRELIMS

DEPARTMENT-LEVEL RESULTS

29 Students from B.Com (F&A) won in different events organised as part of Blossoms 2023 in CHRIST (Deemed to be University), Bengaluru

| LITERARY EVENTS | | | |
|-----------------|--------------------|-------------------------|-----------|
| Quiz | Surya P | 3rd Year B.Com(F&A) | 2nd place |
| | Sudarshan Iyer | | |
| | Ashwin | | |
| Pot pourri | Aman | 1st Year B.Com (F&A), A | 2nd Place |
| | Anirudh | | |
| | Priyansu | | |
| Debate | A K Dharshini | 3rd Year B.Com (F&A), C | 2nd place |
| | Srinidhi Prasad | | |
| Extempore | Armaan Shariff | 2nd Year B.Com (F&A), C | 2nd place |
| Dumb charades | Aaron Binu | 1st Year B.Com (F&A), C | 1st Place |
| | Amos george lal | | |
| | Basil N Cherian | | |
| | Athul Dev | 2nd Year B.Com (F&A), D | 2nd place |
| | Ronith A U | | |
| | Srinidhi S | | |
| JAM | Aditya R | 2nd Year B.Com (F&A), C | 1st place |
| THEATRE EVENTS | | | |
| Mime | Team Ruhaan | | 1st Place |
| | Team Professionals | | 2nd Place |
| Proscenium | Team Kranti | | 1st place |
| | Team Ruhaan | | 2nd place |
| Street Play | Team Ruhaan | | 1st place |
| | Team Professional | | 2nd place |

BLOSSOMS PRELIMS

DEPARTMENT-LEVEL RESULTS

To instil the Christite values by engaging in numerous competitions of high skill to excel and enjoy with your peers, CHRIST (Deemed to be University) organized Blossoms 2023

| EVENT | PARTICIPANTS | CLASS AND SECTION | RESULT |
|--------------------------------|--|-------------------------|-----------|
| Painting competition | 2012354 Navami Krishna | 3rd Year B.Com (F&A), D | 2nd place |
| BLOSSOMS ART EVENTS | | | |
| Poster making competition | Team Rakshak 2212137 Riti Salecha 2212131 Juhi Vishnani 2212165 Harshita Bansal 2212110 Jayant Jain 2212119 Soumil Bansal 2212116 Samyak Kathariya 2212178 Anvita Hakkalamani 2212159 Shreyash Barsagade 2212132 Krithika 2212167 Krishna Wani | 1st Year B.Com (F&A), B | 2nd place |
| Cartooning | 2012160 Sai Mahima K | 3rd Year B.Com (F&A), B | 1st place |
| Greeting Card | 2212027 Annmary Jose | 1st Year B.Com (F&A), A | 2nd Place |
| DANCE EVENTS | | | |
| Indian Dance group (Non theme) | Team Miraah | | 1st place |
| | Team Daksh | | 2nd Place |
| Indian Dance Classical (Solo) | Navami Krishna | 3rd Year B.Com (F&A), D | |
| MUSIC | | | |
| Battle of Bands (Indian) | Nithin TS(Team Ruhaan) | 3rd Year B.Com (F&A), D | |

ARTISTIC THREADS



Debanga Das
2212011



An illustration of Neeraj Chopra proudly displaying his gold medal



An illustration of Korean Music Band (BTS)



Chidheka D
2112109

EXTRA-CURRICULAR

Anuj Mahipal (2212147) of First-year B.Com (F&A), B, won first place and also the best player award in "Intercollegiate Sports Fest Sportstakes 2023" organized by St. Joseph's University from 10-13 April, 2023



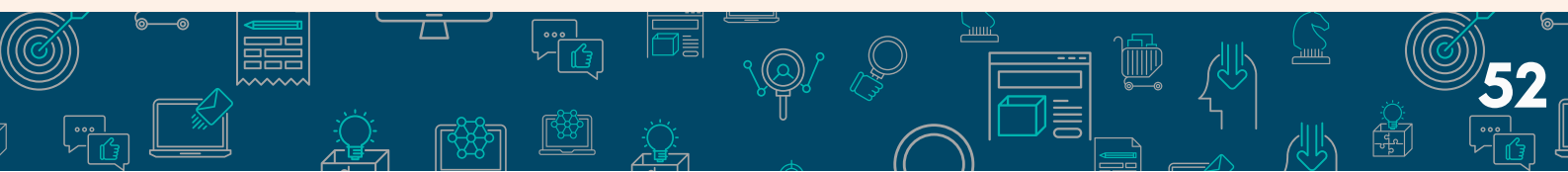
Shreya H (2012180), from Final year B.Com (F&A) B, bagged a gold medal in the senior category in the "Indo-Nepal International Throwball Championship", which was held at the international level from 22-24 May 2023. She also won another gold medal in the senior class for throwball, organised by the "Youth Asian Games Federation India" nationally.



PROATHLON

Proathlon 2023, A Department Level Sport and Games Event, was conducted between 4 UG & 5 PG Programmes from 20th March 2023 to 2nd April 2023.

| SPORTS | BOYS/GIRLS | PLACE | CLASS |
|------------|------------|------------|------------------|
| KHO KHO | BOYS | WINNERS | 2B.Com (F&A) B |
| | GIRLS | | 6B.Com (F&A) C |
| FOOTBALL | BOYS | RUNNER UP | 6B.Com (F&A) A |
| | GIRLS | | 6B.Com (F&A) B |
| THROW BALL | BOYS | WINNERS | 4B.Com (F&A) A |
| | | RUNNERS | 6B.Com (F&A) B |
| | GIRLS | WINNERS | 6B.Com (F&A) B |
| | | RUNNERS | 4B.Com (F&A) D |
| VOLLEYBALL | BOYS | WINNERS | 2B.Com (F&A) D |
| | | RUNNERS-UP | 6B.Com (F&A) D |
| | GIRLS | RUNNERS-UP | 6B.Com (F&A) B&C |
| CRICKET | GIRLS | RUNNERS UP | 6B.Com (F&A) D |



CHRIST (Deemed to be University)

Anthem

*March on Christites, march on
With heads held high and hearts so strong,
March on Christites, march on
With a steady tread and a cheerful song,
March on, Christites march on.*

*With Excellence our goal
We walk the wheel of time Striving for the greatest
In body heart and mind.
The flame we hold aloft
A beacon shining bright, Leading by example,
Where darkness we bring light.*

*Service is our Motto
As we strive to change the world,
We seek the book of knowledge,
As life begins to unfurl.
As we go through life,
The star of Heaven our guide,
And though we change with time,
The Christite spirit survives.*





IF OPPORTUNITY DOES'NT **KNOCK**, BUILD A **DOOR**

~ Milton Berle



Five Research Books of B.Com (F&A) were released



Dr. Senthil Kumar A. and Students performing dance in Culminaire 2023



Staff Members Dr. Tarun Arora, Mr. Parthiban R., Mr. Puneeth C., Mrs. Samreen Ayesha, Dr. Martha Sucharitha and Students performing dance in Culminaire 2023

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