



SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
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COLLEGE OF SCIENCE AND HUMANITIES

DEPARTMENT OF COMMERCE

Merx Mercis Webinar Series

Consolidated Report

DATE :
26/06/2021
to
03/07/2021



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**COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE**

Merx Mercis Webinar Series

**"THE STRUGGLE YOU ARE IN TODAY IS
DEVELOPING THE STRENGTH YOU NEED FOR
TOMORROW"**

By

DR.A.DUR AISAMY

ASSOCIATE DEAN

DEPARTMENT OF COMMERCE

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

DATE -21/06/2021

TIME - 3 PM TO 4 PM



DR.A.DURAISAMY

ASSOCIATE DEAN
DEPARTMENT OF COMMERCE
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

Dr.A.Duraisamy sir has been teaching Economics and Econometrics for the past 30 years and retired as Head of the Department of Economics & Dean of Humanities, Madras Christian College, Chennai. He has been adjudged as the Best Teacher of Economics in Tamilnadu in the year 2020 by Malcolm Elizabeth Adiseshiah Trust , Chennai. He received 'SENIOR ECONOMIST' award from the Association of Economists of Tamilnadu in the 40th Annual Conference.

Dr.Duraisamy has a Ph.D in Economics from the Madurai Kamaraj University, Madurai. He has completed B.Sc Mathematics and holds a Master's Degree in Mathematical Economics and M.Phil in Economics. He also has an M.B.A. Degree. 40 M.Phil. scholars and 12 Ph.D. scholars have been already awarded a degree under his research guidance and at present guiding 4 Ph.D. scholars. He has published research articles in reputed Journals and presented papers in both National and International Conferences. So far he has conducted 45 Ph.D. viva voce examinations as an external examiner. He was nominated as an Executive committee member of The Indian Econometric Society (TIES) for the year 2016-17,2019-20 and for the current year 2020-2021.

Bar Council of India nominated him as a Member of Inspection Committee to approve courses of Humanities offered by Law Colleges in India. He has successfully Organised the 39th Annual Conference of Association of Economists of Tamilnadu on 21st and 22nd December 2018 at Madras Christian College, Chennai as Organizing Secretary with 350 Participants. He has organised a National Conference on Growth with Stability, in association with The Indian Econometric Society at Madras Christian College, Chennai on 22nd November 2019 as Local Organizing Secretary.



REPORT OF THE SESSION

THE FIRST DAY OF THE WEBINAR SESSION BEGAN WITH OUR ASSOCIATE DEAN BEING THE RESOURCE PERSON.

SIR BEAUTIFULLY SPOKE ON HARNESSING YOUNG MINDS. HE ALSO GAVE A DEFINITION TO SUCCESS, WHICH HE SAYS AS IS SOMETHING THAT IS PROCESSED BY AN INDIVIDUAL USING THE AVAILABLE KNOWLEDGE AND EXPERIENCE. THERE WAS A PART WHERE SIR SPOKE ABOUT HOW WE MISUSE OUR TIME. THE STORY OF THE BOILED FROG AND THE STORY OF MUSKED DEER EXPLAINED TO US HOW WE MUST BE READY TO FACE STRUGGLES AND CHALLENGES IN OUR LIFE. SIR ALSO SHARED HIS INSIGHTS ON SETTING OF GOALS AND ENDED WITH THE FOUR STAGES OF EVERYTHING LIFE. THE SESSION WAS SURELY A MOTIVATING ONE FOR THE YOUNG MINDS TO PROSPER.

NO OF PARTICIPANTS -73



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**COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE**

Merx Mercis
Webinar Series

"SHARE MARKET"

By

SRI HARSHA

MD SHINE PROJECTS

DATE -22/06/2021

TIME - 4 PM TO 6 PM



SRI HARSHA

MD SHINE PROJECTS

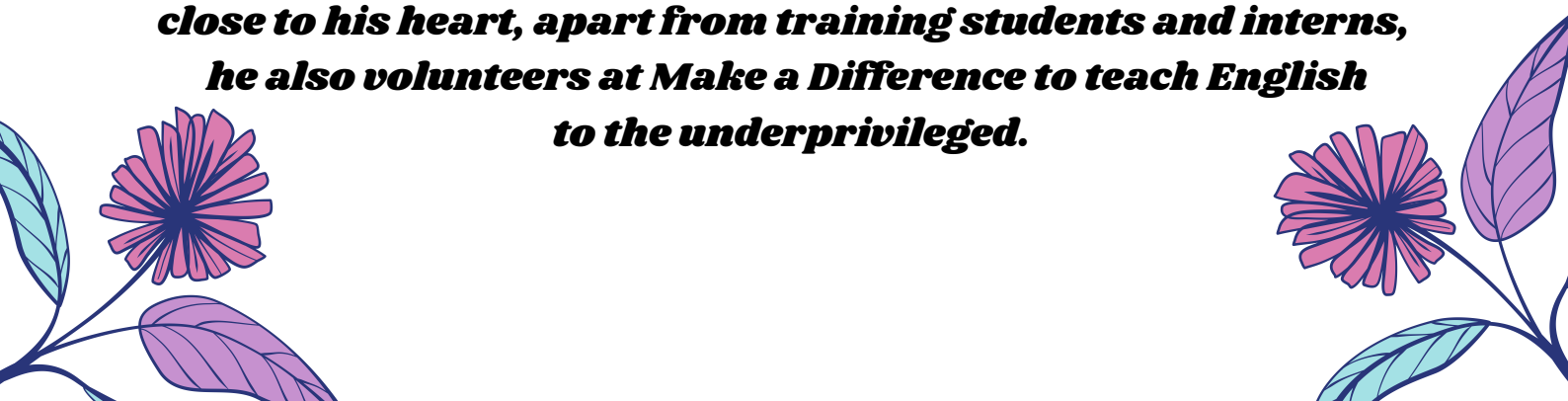
Mr. Sri Harsha, Managing Director of Shine Projects, a leading Education company that offers affordable training. He holds an MBA in Finance and Marketing, along with many certification modules conducted by BSE and NSE. He is a certified stock market analyst and a macroeconomics expert.

A passionate educator and lecturer, he has worked on international platforms, catering to audiences in India, Middle East, U.K, and the U.S. He started Shine Projects in 2017 with the mission of providing sound financial literacy and awareness to everyone. He strives to make his modules affordable and easily accessible for all. His in-depth knowledge and drive, coupled with his ability to think on his feet and innovate have today turned his passion project into India's fastest-growing education company.

One of the strongest pillars of his initiative has been his ability to connect and interact with his students with absolute ease and comfort. It is due to his vast experience in taking offline & online courses, that he can ensure all his classes are highly interactive, which enables him to make even the most complicated of concepts, easily understandable to everyone.

In addition to being an educator, he has also written extensively on financial markets, even providing his insights and inputs to many acclaimed academic journals and papers, and is also an active guest speaker.

Since equal access to education is an issue that is absolutely close to his heart, apart from training students and interns, he also volunteers at Make a Difference to teach English to the underprivileged.



REPORT OF THE SESSION

THE DAY 2 OF THE WEBINAR WAS ON SHARE MARKET. MORE THAN 600 STUDENTS ATTENDED THE SESSION IT WAS REALLY GOOD . HE EXPLAINED ABOUT THE BASICS OF SHARE MARKET OR STOCK MARKET WITH A CASE STUDY WHICH SEEMED SOO REAL AND ALSO IT MADE US EASIER TO UNDERSTAND ABOUT THE CONCEPT . HE INTERACTED WITH STUDENTS SO WELL THAT EVERY ONE SHOWN INTEREST TO INTERACT WITH HIM TOO. . HE ALSO SHOWN US SOME STOCK MARKET STUFF. HE ASKED US QUESTIONS. THEN HE CLARIFIED DOUBTS . THEN FINALLY HE PRESENTED ABOUT HIS WEBSITE

NO OF PARTICIPANTS : 653



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**COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE**

Merx Mercis Webinar Series

**“GOOD MARKETING MAKES THE COMPANY LOOK
SMART. GREAT MARKETING MAKES THE
CUSTOMER FEEL SMART.”**

By

**LIEUTENANT COMMANDER GOPU
SUNDARARAJAN**

***DIRECTOR, INDIA AND REST OF INDIA
APOLLO AEROSPACE COMPONENTS PVT. LTD.***

DATE : 23/06/2021

TIME : 2 PM TO 3.00 PM

LIEUTENANT COMMANDER GOPU SUNDARARAJAN



DIRECTOR, INDIA AND REST OF INDIA
APOLLO AEROSPACE COMPONENTS PVT. LTD.

Lieutenant Commander Gopu Sundararajan, Director, Apollo Aerospace Components Pvt Ltd for India and Rest of India region. Sir completed his schooling in Bengaluru from St Joseph's Boys High school in 1993. He went on to do his Electrical and Electronics Engineering from MS Ramaiah Institute of Technologies Bangalore with Honors and Distinction.

During the final year, he was selected by the Ministry of Defence, Service Selection Board under merit to join the Indian Navy and was Commissioned into the Indian Navy Aviation branch as a sub lieutenant by the President of India. He is the 1690th Electrical officer to be commissioned into the Indian Navy since its inception.

As a Sub Lieutenant he was selected by the Integrated Headquarters Ministry of Defence in Navy to do his Masters in Aeronautical from Naval Institute of Aeronautical Technology Cochin in collaboration with Cochin University of Science and Technology.

During his service with the Indian Navy he participated in various operations one amongst which was the Ops Parakram in 2002 which was the second biggest military standoff between India and Pakistan after Kargil and he was also awarded the commendation by the Commander in Chief Eastern Naval Command for his contribution and dedication to duty beyond the normal call and ensuring operational readiness of the Anti-submarine warfare aircraft.

He retired from active service as a Lieutenant Commander in 2007 and was placed in the emergency reserve list until 2012. His second innings into the corporate world started with a French Major Capgemini as a Program manager where he was the leader for 3 verticals Aerospace and Defence, Hi Tech and Life sciences. He then Joined TATA group to work with a core team to set up the TATA Aerospace and Defence manufacturing facilities in Hyderabad. After 5 years with the TATA group he moved to become the Business head for a Bangalore based business house Maini Aerospace and spearheaded their marketing and operations to grow their Aerospace and Defence business.

He is now the Director of Apollo Aerospace Components for India and the rest of Asia for the past 7 years and is providing products and services to the Indian Aerospace and Defence Industry.



REPORT OF THE SESSION

THE DAY 3 OF THE WEBINAR SESSION WAS ON GOOD AND GREAT MARKETING. LIEUTENANT COMMANDER GOPU SUNDARARAJAN SIR STARTED BY SHARING HIS PERSONAL EXPERIENCE OF A WAR. HE THEN CONTINUED ON TO SPEAK ABOUT MARKETING AND HOW COMPANIES THINK INNOVATIVELY TO ENDORSE THEIR PRODUCTS WITH EXAMPLES LIKE POLIO CAMPAIGN. LATER,MR. GAURANG DATTA SIR JOINED AND SHARED MANY TECHNICALITIES REGARDING MARKETING. HE SHARED THE IMPORTANT ELEMENTS OF MARKETING, HOW A SWOT ANALYSIS IS MANDATORY FOR A PRODUCT AND ALSO ABOUT THE 7P'S OF MARKETING MIX. HE ALSO GAVE A FEW POINTS ON HAVING A GREAT MARKETING SYSTEM. ONE MUST MAKE MARKETING FUN FOR CUSTOMERS TO PROPEL THEM .WE MUST IDENTIFY OUR DECISION MAKERS IN EACH OF OUR CUSTOMERS AND PERSONALIZE THE APPROACH. GREAT MARKETING IS AN ART OF DOING SOMETHING THAT MAKES A CUSTOMER UNDERTAKE AN ACTION THAT HELPS IN FULFILLING BOTH THE PARTIES' OBJECTIVES. TO CONCLUDE, SIR GAVE AN INSPIRING QUOTE BY BETH COMSTOCK, FORMER CMO & VICEX CHAIR, GE WHICH SAID, " MARKETING'S JOB IS NEVER DONE. IT'S ABOUT PERPETUAL MOTION. WE MUST CONTINUE TO INNOVATE EVERY DAY."

NO OF PARTICIPANTS: 50



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Merx Mercis

Webinar Series

**"NO TAXATION WITHOUT
REPRESENTATION - ONLINE
REGISTRATION OF TAXPAYERS"**

By

VINOJ ABRAHAM

**CHARTERED ACCOUNTANT IN
PRACTICERCAS AND ASSOCIATES,
LLPDATE**

DATE -24/06/2021

TIME - 11.45 AM TO 1.15 PM

VINOJ ABRAHAM

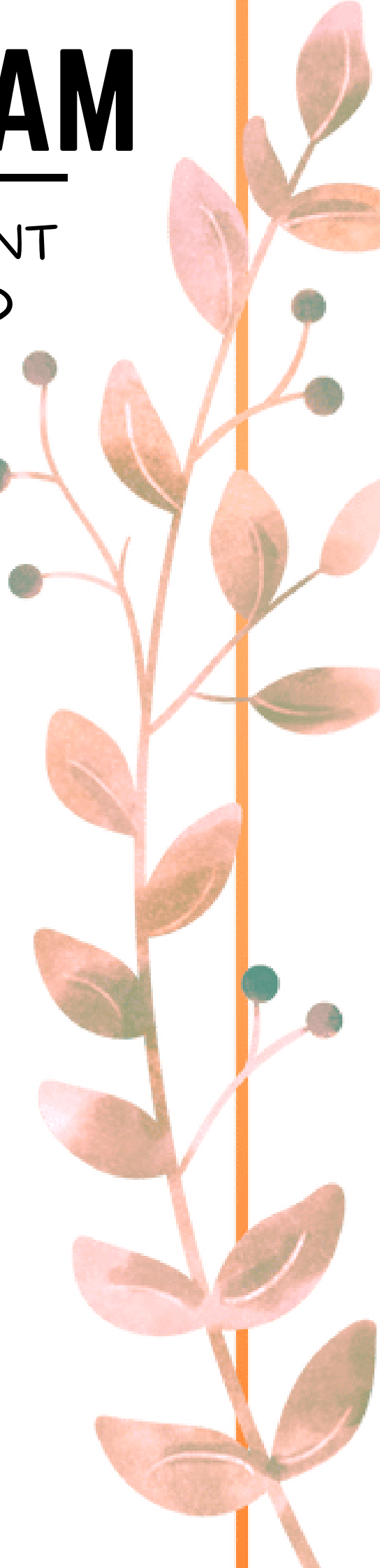
CHARTERED ACCOUNTANT IN PRACTICE RCAS AND ASSOCIATES, LLP

Mr. Vinoj Abraham, Chartered Accountant in Practice at RCAS and Associates, LLP. Mr. Vinoj has been a Chartered Accountant in practice and in association with various professional organisations for more than 7 years. He also has been handling Audits of PSU's, Banks and Companies. After the successful completion of Articleship at Suri & Co., He joined the firm as an Audit manager. With a strong relationship with businessmen and the regulatory authorities and with an inclination towards consulting and teaching, he started his own firm in 2015 named, Vinoj and Associates. This firm provides professional services and consulting to Business houses and startups.

He also became a partner at Rupa Sekar and Associates, a dynamic CA firm with more than 30 Years of expertise in Audit, Taxation and other areas which includes Financials & Strategic management and Statutory Compliance.

Mr. Vinoj is currently a partner at RCAS & Associates LLP, a CA firm with more than 10 years of expertise in Audit, Taxation and other areas which includes Finance and Strategic Management and Statutory Compliance.

Along with this, he is a visiting faculty at well known institutions like PSG Arts and Science college and, College of management, Coimbatore ; Karunya college of Arts and Science, Coimbatore and SRM University.



REPORT OF THE SESSION

THE DAY 4 OF WEBINAR SESSION WAS ON ONLINE REGISTRATION OF TAXPAYERS. MR. VINOJ ABRAHAM SIR EXPLAINED THE CONTENTS AND FEATURES PRESENT IN THE INCOME TAX PORTAL. HE ALSO GAVE US THE DIFFERENCE BETWEEN THE OLD AND THE NEW IT PORTAL. THERE WAS ALSO A DETAILED SESSION REGARDING REGISTRATION OF AN INDIVIDUAL AS TAX PAYER AND ALSO ABOUT TAX SLABS FOR DOMESTIC COMPANY.

NO OF PARTICIPANTS :63



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**"PRACTICAL APPROACH TO INCOME
TAX RETURN TO FILING IN INDIA-
USING NEW IT PORTAL "**

By

VINOJ ABRAHAM

**CHARTERED ACCOUNTANT IN PRACTICE
RCAS AND ASSOCIATES, LLP**

DATE -25/06/2021

TIME - 11.45 AM TO 1.15 PM

VINOJ ABRAHAM

CHARTERED ACCOUNTANT IN PRACTICE RCAS AND ASSOCIATES, LLP

Mr. Vinoj Abraham, Chartered Accountant in Practice at RCAS and Associates, LLP. Mr. Vinoj has been a Chartered Accountant in practice and in association with various professional organisations for more than 7 years. He also has been handling Audits of PSU's, Banks and Companies.

After the successful completion of Articleship at Suri & Co., He joined the firm as an Audit manager. With a strong relationship with businessmen and the regulatory authorities and with an inclination towards consulting and teaching, he started his own firm in 2015 named, Vinoj and Associates. This firm provides professional services and consulting to Business houses and startups.

Mr. Vinoj is currently a partner at RCAS & Associates LLP, a CA firm with more than 10 years of expertise in Audit, Taxation and other areas which includes Finance and Strategic Management and Statutory Compliance.

Along with this, he is a visiting faculty at well known institutions like PSG Arts and Science college and, College of management, Coimbatore ; Karunya college of Arts and Science, Coimbatore and also at SRM University.

REPORT OF THE SESSION

THE DAY 5 OF THE WEBINAR SERIES WAS ON FILING AN INCOME TAX RETURN. MR. VINOJ ABRAHAM SIR GAVE A DETAILED INFORMATION ON THE STEP BY STEP PROCEDURES INVOLVED IN FILING INCOME TAX RETURNS. SIR ALSO GAVE A BRIEF VIEW ON FORM 26AS AND FORM 16. THE VERIFICATION OF TAX DOCUMENTS AND VALIDATION OF TAX LIABILITIES WERE ALSO EXPLAINED. FINALLY THE SESSION CONCLUDED WITH THE DETAILS ON THE DOCUMENTS REQUIRED FOR FILING INCOME TAX RETURNS.

NO OF PARTICIPANTS: 61



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**"NEW CONFIGURATION OF
HUMAN RESOURCES AFTER
COVID-19 AND IN AI WORLD"**

By

MR. SYED ISMAIL BUHARI

***GENERAL MANAGER- CORPORATE HUMAN RESOURCES
COASTEL ENERGEN PVT LTD.***

DATE -26/06/2021

TIME - 10.00 AM TO 11.30 AM

MR. SYED ISMAIL BUHARI

GENERAL MANAGER- CORPORATE HUMAN RESOURCES COASTEL ENERGEN PVT LTD.

Mr. A.Syed Ismail Buhari, General Manager- Corporate Human Resources, Coastel Energen Pvt Ltd.

Mr. Syed Ismail Buhari is a progressive and development oriented Global HR Leader with over 20 years of multifaceted professional experience.

Mr. SIB (as people fondly call him) is a good promoter of ideas and concepts, as his natural strengths include leading, persuading, motivating, and enthusing a wide variety of people towards the achievement of their personal and professional goals.

Mr. SIB started his career with an IIM Bangalore entrepreneur handling IT recruitment for MNCs, and subsequently joined Stanton Chase International, one of the Global Top 5 Executive Search firm when they wanted to establish a base in Chennai, India and was part of their success story building from the scratch, before joining Coastal Energy Pvt. Ltd. in 2009. He is currently the Head-Corporate HR for Coal & Oil Group covering India, Singapore, Indonesia and Dubai. As an organizational catalyst, he has spearheaded many HR processes, practices, policies and people management globally playing the Business HR role which involves aligning business and people strategies.

Mr. Syed Buhari had a personal dream of bringing many HR professionals from various experience and industries and unite them to enterprise "HR as a value driver", helping each other in every possible way and to grow together. With this Vision in mind, he founded "Connecting HeaRts (CHR) – People Management with EQ & IQ", an autonomous not-for-profit professionally managed HR group in 2017.

He is a motivational speaker, and has been often invited as chief guest by various educational institutions to interact with the young minds. He is also an Advisor to various HR forums and groups in Tamil Nadu. In 2017, he was awarded with a memento as a "True Inspirational Leader" by a group of affectionate HR Professionals in an event at Chennai.

In 2019, he was awarded as "101 Top HR Minds in India" by World HRD Congress at Hotel Taj Lands, Mumbai.

Mr. Syed Ismail Buhari has done his Master of Business Administration (M.B.A.) in Human Resources from Crescent Engineering College and is an Internationally Certified Practitioner of Neuro Linguistic Programming (NLP) and an Internationally Certified Thomas Personal Profile & Human Job Analysis Assessor. He is currently doing his Ph.D. in Inspirational Leadership.

REPORT OF THE SESSION

THE DAY 6 OF THE WEBINAR SESSION WAS ON HR & AI. MR.SYED ISMAIL BUHARI SIR STARTED OF WITH AN INTRODUCTION TO HR AND AI (NEW CONFIGURATION OF HR AFTER COVID 19 AND AI WORLD. SIR EXPLAINED THE TOPIC, "AI WILL MAKE TRADITIONAL HR EXTINCT" AND HE FURTHER PROCEEDED WITH EXPLAINING "HOW TO PREPARE WHAT'S NEXT" SIR COVERED ALL THE PRESENT DAY SENARIO OF HR AND AI. SIR ALSO EXPLAINED ABOUT SWOT ANALYSIS / TOWS MATRIX AND ALSO ADVISED US TO DO SO.

THE SESSION WAS VERY MUCH INFORMATIVE , USEFUL . SIR WAS INTERACTIVE WITH THE PARTICIPANTS . FINALLY SIR CONCLUDED THE SESSION BY SAYING ONE OF HIS FAVOURITE QUOTE SAID BY WARREN BUFFETT
'IF YOU DON'T FIND A WAY TO MAKE MONEY WHILE YOU SLEEP
WOU WILL WORK UNTIL YOU DIE" .

NO OF PARTICIPANTS:91



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**COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE**

*Merx Mercis
Webinar Series*

**"TRANSFORMATION OF A
GRADUATE TO BUSINESS
PARTNER"**

By

**MR. G. VENKATARAMAN
HEAD-FINANCE**

ROTORK CONTROLS (INDIA) PVT LTD

Date - 26th June 2021

Time - 2.00 p.m. to 3.30 p.m.





MR. G. VENKATARAMAN

**HEAD-FINANCE
ROTORK CONTROLS (INDIA)
PVT LTD**



***Mr.G.Venkataraman, Head - Finance, Rotork
Control India Ltd.***

***G.Venkataraman is a qualified Cost
Accountant from India and Chartered Global
Management Accountant from UK. He has
around 23 years of functional experience with
specialisation in Treasury Management,
Business Finance, Financial and Cost
Accounting, Marketing Finance, Factory
Finance, Management reporting , M&A,
Valuation , Business Planning and Control.
Presently , he is serving as Head of Finance in
UK based MNC , Rotork Controls (India) Pvt
Ltd, Chennai.***



REPORT OF THE SESSION

The 6TH day Afternoon webinar session was on "TRANSFORMATION OF A GRADUATE TO BUSINESS PARTNER". MR G.VENKATARAMAN THE HEAD-FINANCE OF ROTORK CONTROLS(INDIA)PVT.Ltd starts of with an introduction about Graduate to business partner. Sir, started his presentation of common Tread and later on Sir, explained the Ingredients of a Business Partner then how to learn the Productivity improvement tools.

sir explained the importance of Microsoft.excel and later on got us intrigued into the topic TRANSACTION AND VALUE ADDED TASKS and he gave many examples regarding it also which led to a better understanding of the concept. The Q&A session started and the session fired up as time went on and finally the session was concluded by "BE THE BEST VERSION OF YOURSELF" audio speech by Virat Kohli.

NO OF PARTICIPANTS:61



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**COLLEGE OF SCIENCE AND HUMANITIES
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Merx Mercis
Webinar Series

Digital Marketing

**"DIGITAL MARKETING BEYOND
COVID".**

By

**MR.PRAVEEN KUMAR
DIGITAL MARKETING STRATEGY HEAD
WILD CREEK WEB STUDIO**

Date - 28th June 2021

Time - 10.00 a.m. to 11.30 a.m.



MR. PRAVEEN KUMAR

DIGITAL MARKETING STRATEGY HEAD WILD CREEK WEB STUDIO

***Mr. Praveen Kumar, Digital Marketing Strategy Head
at WildCreek Web Studio.***

In the rapidly changing, dynamic digital environment, this self-taught digital strategist facilitates businesses to filter trends from the noise and implement appropriate digital strategies that deliver the desired results.

Praveen helps Entrepreneurs, CEOs & CMOs solve their PAIN in digital marketing by customizing & crafting strategic digital footprints that enable their organizations, irrespective of the size, to thrive digitally. He has delivered projects that have increased the number of leads by 5X at nearly 50% of the regular spend.

His strategies have successfully turned around the brand positioning of clients resulting in brand growth and increased sales by as much as 300%. In May 2021, he was recognized as the "BEST MENTOR and EXPERT" in Digital Marketing by UpGrad.com (India's largest online professional education company).

Praveen is an Award-winning Digital Strategist with 17+ years of experience in successfully implementing and turning around digital marketing projects of various companies globally.

He is currently a Digital Marketing Mentor at Upgrad.com and a Visiting Faculty at a leading B-School in Chennai.

We are glad to have you, sir.



REPORT OF THE SESSION

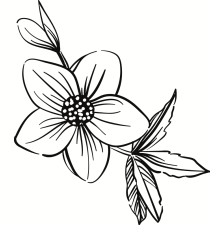


THE DAY 7th OF THE WEBINAR WAS ON DIGITAL MARKETING BEYOND COVID MR. PRAVEEN KUMAR DIGITAL MARKETING STRATEGY HEAD WILD CREEK WEB STUDIO.SIR, STARTED WITH A SELF INTRODUCTION ABOUT HIMSELF, THROUGH A PRESENTATION.SIR, FURTHER PROCEEDED WITH A BRIEF INTRODUCTION TO DIGITAL MARKETING. FURTHER ON SIR CONTINUED THE SESSION BY EXPLAINING, TOPIC LIKE MARKETING WAS A ONE- WAY STREET,3TYPES OF CUSTOMERS, THE EVOLUTION OF MEDIA AND MARKETING,4EVILS OF DIGITAL MARKETING, ETC., THE SESSION WAS VERY MUCH USEFUL, SIR EXPLAINED THE PROS & CONS OF DIGITAL MARKETING LIKE CAREER IN DIGITAL MARKETING, UNDERSTANDING YOUR STRENGTH AND WEAKNESS IN DIGITAL MARKETING, ACQUIRING SKILLS AND BUILDING UP A PERSONAL BRAND ETC, WHICH WAS MORE INFORMATIVE AND HELPFUL. THE SESSION CAME TO AN END, WITH SIR'S WORDS OF MOTIVATING US TO GET READY TO LEARN

NO OF PARTICIPANTS: 51



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**COLLEGE OF SCIENCE AND HUMANITIES
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**Merx Mercis
Webinar Series**

"TEA' CHINGS"

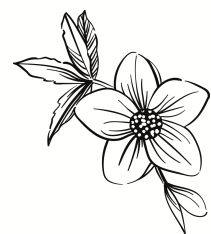
By

MR.ANSARI.S

**CAMBRIDGE UNIVERSITY CERTIFIED
COMMUNICATION TRAINER**

DATE - 29TH JUNE 2021

TIME - 10.00 A.M. TO 11.30 A.M



MR. ANSARI.S

CAMBRIDGE UNIVERSITY CERTIFIED COMMUNICATION TRAINER

Mr. Ansari.S., a master in Corporate Training and a Cambridge University Certified Communication Trainer. He is associated with many MNCs and educational institutions. Being a law graduate with a post-graduation in MBA, his experience and association with people from various domains help him to effectively manage people and their behavior. He is creative and possesses excellent interpersonal management skills. He has conducted training programs on People Management, Leadership skills, Happiness Management, and Communication skills and has been consistent in nurturing goals towards positive results.

He has an overall 10 years of experience in the training domain. His core competency includes programs on Life Skills, Selling Skills, Corporate Finance, Labour laws, & Train-the-Trainer workshops. He has managed the entire training functions for the corporate sector including Content development, mentoring trainers, and creating leaders. He has been actively associated with people from various cultural backgrounds to bridge the areas in communication and comprehend the changing needs of an organization. His strong passion for finance, law and behavioral study has made him realize the reality to create a niche consistently.

He is a Certified Transactional Analyst by the International Transactional Analysis Association. Transactional Analysis is a science dealing with the psychology of Communication and Cambridge University certified examiner and trainer for English Language skills and communication skills.

REPORT OF THE

SESSION

THE DAY 8TH OF THE WEBINAR WAS ON "TEA'CHING".MR.ANSARI.S (CAMBRIDGE UNIVERSITY CERTIFIED COMMUNICATION TRAINER).SIR, STARTED THE SESSION WITH A TEABAG.SIR, FURTHER PROCEEDED WITH THE COMPARISON OF OUR LIVES WITH THE TEABAG.SIR, TAUGHT US 10 LESSONS WITH THE TEABAG, WHICH INCLUDED GOLDEN WORDS LIKE "BE OPEN FOR NEW IDEAS", "IT CAN'T BE SUCCEED ALL ALONE IT NEEDS A TEAMWORK", GOOD LEADERS MAKE WAY THROUGH THEIR PERFORMANCE", TAKE YOUR OWN TIME TO GROW", ETC. THE Q&A SESSION WAS VERY MUCH INTERACTIVE AND INFORMATIVE. SIR ENDED THE SESSION BY SAYING "THE PURPOSE OF OUR LIFE IS COMPLETE WHEN WE ARE HAPPY AND PEACEFUL IN OUR LIFE.

NO OF PARTICIPANTS:51



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Webinar Series

"PREPPING UP FOR THE REAL WORLD"

By

MR. VENKY RAM

AVP, HEAD OF CENTER FOR DIGITAL HEALTH
INNOVATION

CITIUSTECH HEALTHCARE TECHNOLOGY PVT LTD

DATE - 30/06/2021

TIME - 11.00 PM to 12.30 P.M

MR. VENKY RAM

AVP, HEAD OF CENTER FOR DIGITAL HEALTH
INNOVATION

CITIUSTECH HEALTHCARE TECHNOLOGY PVT LTD

Mr. Venky Ram, AVP, Head of Center for Digital Health Innovation, CitiusTech healthcare Technology Pvt. Ltd.

This man of knowledge has more than 20 years of experience in the Healthcare IT services industry. He is an Primary expertise & interests – Sales and Consulting and Currently heading the Center for Digital Health Innovation at CitiusTech.

He has extensive experience working at the intersection of healthcare and Digital Tech , he is also leading multi-disciplinary teams across Consulting, Data Science, RPA and UX Analytics .

He is responsible for driving healthcare consumerism across a broader market and for training and grooming talent on the domain side – Healthcare BAs, Consultants, Digital Product Managers etc.

He is also responsible for building a partner formulary across the digital spectrum to build strong comprehensive offerings and joint goto market strategies.

Venky Ram sir helps clients drive the organization's overall digital health vision and strategy & develop digital platform capabilities. He is also Serving as a change agent and champion for digital transformation, engaging leaders, physicians and staff across the system to build alignment and engagement.

REPORT OF THE

SESSION

THE DAY 9TH OF THE WEBINAR WAS ON PREPARING UP FOR THE REAL WORLD. MR.VENKY RAM, AVP HEAD OF CENTER FOR DIGITAL HEALTH INNOVATION CITIUSTECH HEALTHCARE TECHNOLOGY PVT LTD. SIR STARTED THE SESSION BY INTRODUCING HIMSELF. SIR FURTHER PROCEEDED ON THE VIEW OF COMMERCE STREAM BEFORE 20 YEAR AND NOW, AFTER THIS SIR ASKED A QUESTION IN POLL (FINISHING UP COLLEGE.... WHAT'S NEXT) THERE WERE FOUR OPTIONS TO THE QUESTION (GET TO A JOB, STARTING A BUSINESS, HIGHER EDUCATION, DON'T KNOW WHAT TO DO). SIR EXPLAINED ALL THE FOUR OPTIONS BRIEFLY, WHICH WAS MOTIVATING AND ENCOURAGING OUR MINDS. SIR CONCLUDED THE SESSION BY SAYING "HAVE YOUR WORK-LIFE BALANCED & STAY HAPPY.

NO OF PARTICIPANT:37



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Mera Mercis

Webinar Series

**"EMPOWERING THE STUDENTS
OF TODAY TO CREATE THE
WORLD OF TOMORROW"**

By

Ms. LAVANYA. V

**ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**

DATE - 1ST JULY 2021

TIME – 10.00 A.M. TO 11.30 A.M.

Ms. LAVANYA

**ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**

**Ms.V. Lavanya, Assistant Professor, Department of Commerce,
College of Science and Humanities, SRM Institute of Science and
Technology.**

**Ms. Lavanya pursued her Bachelors in Commerce in 2014 and
continued on to complete Masters in Commerce and in
Philosophy subsequently from Madras Christian College. She is
currently pursuing her PhD in Commerce from SRM Institute of
Science and Technology.**

**She holds interest in research in the areas of Entrepreneurship,
Marketing and Human Resource Management, and has handled
courses on subjects including Corporate Accounting, Financial
services, Research Methodology, Accountant in Business and
much more. She had also published research journals in various
publications and institutions and attended many faculty
development programs.**

**Ms. Lavanya is a proficiency holder in the Undergraduate
program and holds first rank in the Master of philosophy. She
was also awarded first prize in Dr. Parivendhar Research
Colloquium conducted by our institute.**

**She worked as an Assistant Professor, Department of
Commerce, Apollo Arts and Science College, Chennai and is
currently working as an Assistant Professor in our college for 3
years now.**

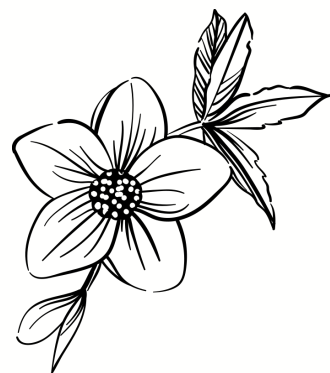
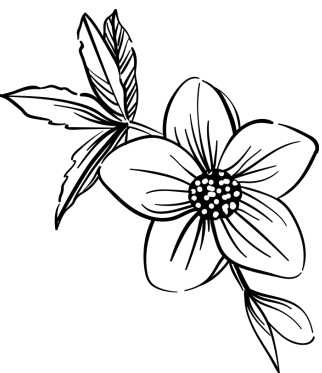


REPORT OF THE SESSION



THE DAY 10TH OF THE WEBINAR WAS ON "EMPOWERING THE STUDENTS OF TODAY TO CREATE THE WORLD OF TOMORROW. MS.LAVANYA.V ASSISTANT PROFESSOR DEPARTMENT OF COMMERCE SRM INSTITUTION OF SCIENCE AND TECHNOLOGY. MAM STARTED THE SESSION WITH A BRIEF INTRODUCTION TO THE TOPIC," EMPOWERING THE STUDENTS OF TODAY TO CREATE THE WORLD OF TOMORROW. MAM EXPLAINED THE CONCEPT OF EMPLOYEE AND EMPLOYER. THE Q&A PART WAS A VERY INTERESTING PART OF THE SESSION. MAM ALSO THOUGHT US MANY WAYS OF ONLINE EARNING. MAM GAVE INFORMATION LIKE THE DEMANDED JOBS IN THE FUTURE WORLD. MAM ENDED THE SESSION WITH A Q&A SESSION ABOUT THE SESSION.

NO OF PARTICIPANTS: 47





SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
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COLLEGE OF SCIENCE AND HUMANITIES

DEPARTMENT OF COMMERCE

Merx Mercis

Webinar Series

**"ABC's OF
AUDITING"**

By

MAYURIKA DASSANI

CHARTERED ACCOUNTANT

**FINANCE AND AUDIT FACULTY, INTERNATIONAL SKILL
DEVELOPMENT CORPORATION**

Date - 2nd July 2021

Time - 10 AM to 11.30 0 PM

MAYURIKA DASSANI

CHARTERED ACCOUNTANT

**FINANCE AND AUDIT FACULTY INTERNATIONAL SKILL
DEVELOPMENT CORPORATION**

Mayurika Dassani, Faculty at International Skill Development Corporation (ISDC). Ms. Mayurika is a Chartered Accountant, who successfully cleared all the papers in her first attempt and continued to pursue her Bachelors in Commerce with distinction.

She worked with KPMG for a year and also associated herself with coaching institutions on subjects including CA-intermediate and CA-final as she believes that she can help students who aim to become a Chartered Accountant.

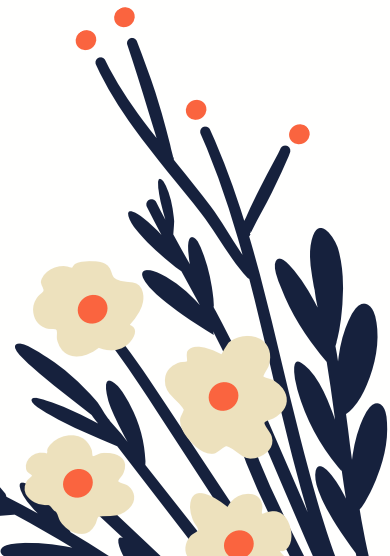
Ms. Mayurika is trained in various skills like Managements and Communication, Advanced Information technology and much more from the Institute of Chartered Accountancy. Her hobby, as she says, is to teach and train children and it is clearly evident at how determined she is on training those who aspire to be a Chartered Accountant. She portrays strong leadership and motivational qualities and is an excellent public speaker.

She is currently working as a visiting faculty at Symbiosis College and National Insurance Academy at Pune. She is also currently working as a freelance faculty for Audit, Accounts, Indirect taxation, Economics and Law at Navkar Academy.

REPORT OF THE SESSION

THE DAY 11TH OF THE WEBINAR WAS ON "ABC OF AUDITING. MS.MAYURIKA DASSANI, CHARTERED ACCOUNTANT, FINANCE AND AUDIT, FACULTY INTERNATIONAL SKILLS DEVELOPMENT CORPORATION. MAM STARTED THE SESSION WITH A INTRODUCTION TO AUDITING. MAM FURTHER PROCEEDED WITH THE THREE QUESTIONS OF AUDITING (WHY, WHAT, WHO). MAM EXPLAINED THE PROCESS AND PROCEDURES OF AUDITING USING THIS THREE W's. MAM SHOWED US HOW DOES A AUDIT REPORT LOOK LIKE, USING A RELIANCE ANUAL REPORT. MAM ALSO EXPLAINED THE TOPICS LIKE PLAN THE AUDIT, FRAUD, ASSURANCE GIVEN BY THE AUDITOR. MAM ENDED THE SESSION WITH A Q&A SESSION

NO OF PARTICIPANTS: 49





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**COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE**

***Merx Mercis
Webinar Series***

***"STUDENT TO ENTREPRENEUR
– STEPS TO STARTUP A
BUSINESS"***

By

DR.E. BHASKARAN

**JOINT DIRECTOR (ENGINEERING) DEPARTMENT OF
INDUSTRIES AND COMMERCE
GOVERNMENT OF TAMILNADU, CHENNAI**

**DATE – 3RD JULY 2021
TIME - 2 P.M TO 3.30 P.M**

DR. E. BHASKARAN

**JOINT DIRECTOR (ENGINEERING) DEPARTMENT OF
INDUSTRIES AND COMMERCE
GOVERNMENT OF TAMILNADU, CHENNAI**

Dr.E.Basakaran Joint Director (Engineering) Department of Industries and Commerce, Government of Tamilnadu, Chennai.

He is a passionate person which made him achieve the Best project award in "INDUSTRIAL ROBOTICS" during B.E from Directorate of Technical Education, Government of Tamil Nadu. . He has published 35 ISBN books out of which 6 ISBN books are single authored from 5 German which are available in amazon books . MR.BASKARAN has 109 research papers published in International / National ISSN Journals / Proceedings / Newspapers / Edited Books/. He has also presented 88 research papers in the UGC sponsored International/ National Conference.

He is a member in Indian Science Congress Association ,Fellow in Institution of Engineers , member in Tamil Nadu Industries Department Technical Officers Association .

He has Externally guided research projects for one B.Ed. student, 2 AMIE Students, 3 MBA, 4M. Phil Students and 12 Ph.D. students.

He was awarded the "Smart Journal Young Management Scientist Award" by Bharathidasan University, at Trichy in recognition of exceptional calibre and outstanding performance in the area of Management and this award also recognises significant contribution in the field of Management Education.

Hindustan University has given "Outstanding Achievement and Excellence Award.



REPORT OF THE SESSION

THE DAY 12TH OF THE WEBINAR WAS ON STUDENT TO ENTREPRENEUR – STEPS TO STARTUP A BUSINESS" DR.E.BASKARAN JOINT DIRECTOR (ENGINEERING) DEPARTMENT OF INDUSTRIES AND COMMERCE GOVERNMENT OF TAMILNADU, CHENNAI. SIR STARTED THE SESSION WITH THE PRESENTATION. SIR EXPLAINED ALL THE PROGRAMS OFFERED BY THE GOVERNMENT FOR THE STARTUP OF BUSINESS, SIR ALSO EXPLAINED THE OFFERS OFFERED FOR VARIOUS GROUPS OF PEOPLE AND THE ELIGIBILITY REQUIRED. SIR ENDED THE SESSION BY SHARING HIS DETAILS FOR FURTHER QUERIES.



NO OF PARTICIPANTS: 53

FEEDBACK

AISHWARYA GALDINUS
III BCOM HONS PA

THIS WEBINAR SESSION HAS FOR SURE INSPIRED MANY OF US TO ACHIEVE LOT MORE IN OUR LIFE.

IT WAS VERY GOOD OPPORTUNITY FOR US TO EXPLORE. THE ARRANGEMENTS WERE ALSO WELL ORGANISED. EVERY TOPIC DISCUSSED WERE APPLICABLE FOR US ALL LOOKING FORWARD FOR MORE SUCH EVENTS.

ABDUL NAZAR.
II BCOM ISM. ASHEED

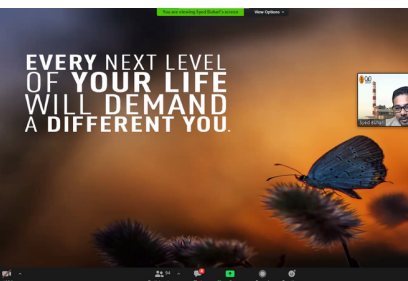
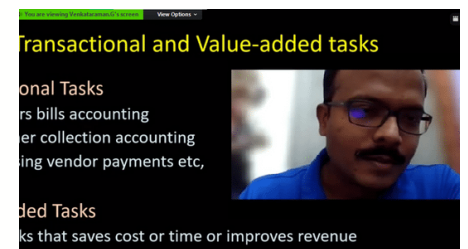
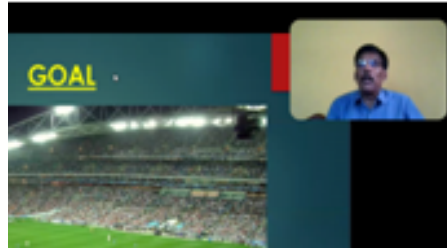
THROUGHOUT THE COURSE OF THESE 13 DAYS WE WERE THOROUGHLY ENLIGHTENED BY THE SESSIONS CONDUCTED FOR US THROUGH THESE WEBINARS. EACH TOPIC CHOSEN BY ALL THE RESPECTED RESOURCE PERSON HAS HIT A WIDE ARRAY OF KNOWLEDGE GAINING TARGET POINTS. THE WEBINARS WERE CONDUCTED REALLY SMOOTHLY AND EVERYONE CONDUCTING IS TO BE THANKED FOR DOING SO. ALL IN ALL, THE SESSIONS WERE FUN AND INFORMATIVE AT THE SAME TIME AND WE WOULD LIKE TO LOOK FORWARD TO MORE.

NAME: ANNADI LEKYA

CLASS AND YEAR: 2ND B.COM IAF

FEEDBACK: 13 DAYS OF WEBINAR SERIES . 13 DIFFERENT TOPICS IT'S REALLY DIFFICULT TO MANAGE BUT MADE THEM POSSIBLE AND EASY . WE ENJOYED ALOT DURING THESE WEBINARS BCZ OF THE RESOURCE PERSONS THEY TAUGHT US MANY DIFFERENT TOPICS THAT WE DIDN'T KNOW. WE GAINED SO MUCH KNOWLEDGE ON DIFFERENT TOPICS. FINALLY IT'S VERY USEFUL.

WEBINAR SERIES GALLERY



- Partner, M/s. K C A S & Associates LLP
- Practice for more than 7 Years
- We are predominantly into Audits and Taxation of Corporates
- Specialize in Start-ups, Including Policy drafting & Financial Modeling
- Visiting Faculty at Various Universities.

USE THE LINK FOR VISUAL TREAT



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