

DEPARTMENT OF COMMERCE
UNION CHRISTIAN COLLEGE, ALUVA

CENTENARY PROJECT

VITAL- Value Integrated Teaching And Learning

Department of Commerce has adopted this centenary project, **VITAL**, as its guide to coming academic years. This document is not self-contained. It should be considered part of the larger strategic planning documentation, especially the full statement of the plan and its implementation plan that contains the operational details on how the plan is being carried out.

This project provides a strategic roadmap for strengthening and expanding our mission to build a community focused on ethical and intellectual development, respect and concern for human and spiritual values, and the joy of creativity and discovery.

This project aims to

- Excel academically
- provide students with the opportunity to engage in purposeful activities that promote meaningful relationships among students, faculty, and members of the wider community
- help students acquire skills and experiences that will benefit them after graduation
- Engage and Serve the Community

In order to accomplish these objectives Department is putting forward 10 projects:

1. Financial literacy as a key to financial inclusion
2. Upliftment of transgenders
3. Student database analysis and enhancement platform (SDAEP)
4. Online Perks
5. Digital marketing of kudumbasree products
6. Make a Teacher
7. Promoting women entrepreneurs
8. Trend is your friend
9. Collaboration of Students and Farmers for the Upliftment of Organic Farming
10. Webinar Series

PROJECT 1

FINANCIAL LITERACY AS A KEY TO FINANCIAL INCLUSION

NEED:

Understanding the basics of managing money is vital for the wellbeing of people and empowering them financially. Pradhan Mantri Jan Dhan Yojana (PMJDY) by the Indian Government has been a well-accepted financial inclusion programme. A bank account for all has become a near reality because of this project but the level of usage of accounts remains very low. India has now about 180 billion bank accounts but 48% of these accounts have no transactions in the last one year. From this we can understand that the right measure of financial inclusion is not access, but regular usage. For making successful use of financial services people need to be literate enough to understand the basics of managing money. This skill is known as financial literacy. Financial literacy is essential for enabling people to make right financial decisions. It helps to generate, spend, invest and save money.

OBJECTIVE:

The objective of our project is to provide financial literacy to economically backward community in our college neighborhood so that they can know about various financial schemes and fully utilize the assistance provided to them to start some income generating activities on their own or prudently use the income they gain from other sources.

TARGET GROUP:

The project aims to provide financial literacy to the people of settlement colony who are economically backward.

ACTION PLAN:

Selected students of the Department will conduct classes for the people of settlement colony and impart them knowledge regarding

- ❑ savings options which are available for small income group
- ❑ financial assistance provided by Govt. and various agencies to economically backward sections.
- ❑ Basic financial terms which are used in banking
- ❑ Insurance facilities available
- ❑ Educational allowances
- ❑ How to manage their bank accounts
- ❑ How to properly utilise the loans availed.
- ❑ Basics of mobile banking

PROJECT 2

UPLIFTMENT OF TRANSGENDERS

Abstract: The Indian economy has always shared its prime importance of treating everyone equally without any exposure to any kinds of discrimination. The report is followed up by a grounded theory analysis with the interviews made with transgender-identified people with prime motives of understanding their situation and stance on the actual treatment which is being derived from the society from that of expected. Ultimately, the respondents of the study, transgenders came to or concluded on to their identities through balancing a need for authenticity with demands of necessity—meaning that they weighed their internal gender experience with considerations about their available resources, coping skills, and the consequences of gender transitions.

Keywords: transgender, equality, assistance.

1.2 STATEMENT OF THE PROBLEM

For the successful sake of providing harmony to a nation, the primary step in achieving the same is initiated through the predominant steps made through the people's mind where there is no discrimination and fatalistic treatments happening against them. Thus, this research attempts to look keen on the extent of success or the objectives attained by the government on the various policies and plans implemented, seek out those people or section of people who are deprived from their rights, aids, security assured to them, ensure proper conduct and no discrimination in the future.

1.3 OBJECTIVES OF THE STUDY

The objectives of the study are as follows;

1. To analyse the extent of success of the measures taken in for providing better education to the community.
2. To analyse the extent of success of the objectives of Financial assistance provided for the betterment of the community.

1.4 SCOPE OF THE STUDY

The research will be conducted among transgenders from Ernakulam District in Kerala which will in turn help in the betterment of the community.

PROJECT 3

STUDENT DATABASE ANALYSIS AND ENHANCEMENT PLATFORM (SDAEP)

ABSTRACT:

Develop a platform for enhancement of student data base for continuous evaluation, analysis and updation of academics, skills, knowledge, competencies, certifications, extracurricular activities, volunteering activities. The platform facilitates the availability of whole database regarding the subject person concerned so it can be analysed and timely updation and guidance can be provided to the subject for continuous improvement.

SCOPE OF THE PROJECT:

The scope of the project extent to all the students coming under the commerce department.

INTRODUCTION:

Data acquisition and data management is a prime factor to evaluate, analyse, suggest alternatives, updates and achieve optimum results. In this project the subject is the students and their full database regarding academics, skills, cocurricular, special skills, various certifications, areas of interest, career seeking areas etc.

OBJECTIVES:

- 1.Data collection and secure storage of data all students of commerce department
2. Analysis & assessment of student data

METHODOLOGY:

A platform is formed for this with HOD as the head of the platform and two teachers under HOD for supervision of activities of the platform. The student counsellor of the college is also a member of the platform acting as guide to the platform. Student representatives will be selected from the department from the decision of the HOD, who is the head of the platform and other two teachers in charge of the platform for various activities of the platform.

During the initial stage once the main Committee of the platform consisting of teachers and HOD is finalised, the student representatives selection will be done. The selection of the students representatives depends on various factors like academic skill, computer proficiency, language skills, attitude, proactive essentials interest fir joining the platform etc.

The student teacher committee along with the guidance from the career councillor will carry out virtual meetings on deciding and designing of the database collection models. Once the model is finalised the database collection forms are provided to the students for providing the details.

The students are given ample time for filling up and uploading the database forms. After the students complete the database updation. The platform working committee including teachers and students designated will consolidate the data received and store with respective identification for each student data.

PROJECT 4

ONLINE PERKS

Abstract: Foreign language acquisition is a skill and therefore promoting it outside the classroom is important. Podcast is a tool to develop language learning among students. Podcasts are audio programmes which can be uploaded at regular intervals covering topics like vocabulary practice to idiomatic expression to general English etc. Listening to podcasts can help students to produce natural speech as by the English speakers. Along with podcasts , art blogs is yet another platform for the students to develop their artistic skills. Students can share their creative works through this medium.

STATEMENT OF THE PROBLEM

English is the language of international communication, the media and the internet. So learning English is important for socialising and entertainment as well as work. The purpose of this project is to understand the challenges the students face in learning English language and find out a solution for the same. There is more to learning English than vocabulary and grammar. So, this project aims to focus on every areas of language learning viz. reading, writing, speaking and listening. This will help them in speaking English fluently as English speakers do, pronouncing words correctly, speaking English with a British accent, using idiomatic expressions properly, determining the stressed syllable in a word, using intonation in pronouncing sentences and speaking grammatically correct language.

OBJECTIVES OF THE STUDY

- 1. To hone the potential of students to learn English faster and boost up their communication skills.**
- 2. To encourage the artistic skills and bring out creative imagination in the students**

PLAN OF ACTION

Podcasts will be aired as series or episodes. Student clusters need to be formed for creation of podcasts and art blogs. These clusters should be a mix of students with highly good communication skills and the weaker ones. Each cluster will be allotted topics of discussion and to design activities based on podcasts that encourage students to respond to each other in target language. Listening carefully to these podcasts can help improve their listening and speaking skills. Addition to this, student groups can be formed to create art blogs for students to express their creative artistic skills.

SCOPE OF THE STUDY

Develop English language and creative skills among the students of the department in an improved environment which promotes cooperative learning and engage them in countless communicative and artistic activities

PROJECT 5

DIGITAL MARKETING OF KUDUMBASREE PRODUCTS

INTRODUCTION:

Apart from traditional Kudumbashree marketing plat-forms like weekly and monthly markets, Fairs, Permanent markets, Home shops etc., Kudumbashree entered into digital marketing in 2018 by launching an e-commerce portal called www.kudumbashreebazaar.com. Considering all the aspects of buyer behaviour of Indian customers in the current scenario, an exclusive e-commerce portal will be one of the most effective tool for marketing Kudumbashree products.

SCOPE OF THE PROJECT

Kudumbashree has already established its name with a fame worldwide. Its products and services are known to many people across the globe. At present most of the products manufactured by the Kudumbashree units are sold out locally through their own outlets and through shopping festivals organized by the local government bodies. As part of the developmental scheme many Kudumbashree units have also undertaken manufacturing of handicrafts from locally available raw materials, food production, vegetable and fruit production, offering medical care, farming, taxi services, data processing etc., with necessary financial help from local government bodies and banks. India is still a developing country. Its strength lies in qualified manpower. If Kudumbasree units go in for online marketing it will create dramatic changes overall. They will get wide acceptance for their products/services and it will lead to maximum profit and people's standard of living will increase. It will contribute to the growth of the economy. Most of the Kudumbasree units still stick on to traditional ways of marketing. Reasons for this has to be found out and therefore conducting a workshop will be more appropriate.

OBJECTIVE OF THE STUDY

- To find out the reasons why the Kudumbashree Units are not going for online marketing.
- Provide a one-day workshop for those Kudumbasree units (Ernakulam District) who are not familiar with the online marketing.

Action Plan

One day workshop registration forms will be distributed through the Kudumbasree WhatsApp groups in Ernakulam District. The registration will be limited to first 50 participants. And the workshop will be lead by the students from the department of commerce.

CONCLUSION

The study reveals that Kudumbasree units will take up online marketing strategy only after getting enough knowledge and skills regarding computer and new emerging trends. The one day workshop will be more effective for those needy units.

PROJECT 6

MAKE A TEACHER

ABSTRACT:

A good teacher expands their knowledge continues to provide good answers to their students. Teachers have the very important responsibility of shaping the lives of young, impressionable children. A teacher teaches us the importance of a pen over that of a sword. They are much esteemed in society as they elevate the living standards of people. They are like the building blocks of society who educate people and make them better human beings. This initiative mainly sight to hearten students with teaching capability thus by mould them to be a good tutor.

Keywords: Teacher, Hearten, Mould

STATEMENT OF THE PROBLEM

Classroom challenges are one of the adequate problems faced by teachers and a good teacher has the courage to overcome all these challenges bravely. Some of the common classroom challenges faced by teachers include lack of teamwork, minimal personal time, working towards long term goals, arguments and student excuses, etc. Addressing these common challenges can not only help to improve teacher retention rate but also enhance success rates of student and the ultimate quality of education. Through this initiative student are provided with an opportunity to take classes for 12 th standard , Thus this initiate will help the students with teaching capability to improve their skill .

OBJECTIVES:

1. Improve teaching skills.
2. Making them more aware about the classroom challenges
3. Improving classroom communication skills.

SCOPE OF THE STUDY

This study is conducted within the schools near to Union Christian College, Aluva.

PROJECT 7

PROMOTING WOMEN ENTREPRENEURS

Women entrepreneurship is the process in which women initiate a business, gather all resources, undertake risks, face challenges, provides employment to others and manages the business independently. It refers to business or organisation started by women. There has been a change in role of women due to growth in education, urbanization, industrialisation and awareness of democratic values. It deals with that section of the female population who venture out into industrial activities. The government of India has treated women entrepreneurs of a different criteria –level of women participation in equality and employment position of the enterprise. women are no longer confines to the hearth and home. The entrepreneurial capacity of women has made a mark in many areas and women have entered the industrial segment too.. It is time to foster and harness the entrepreneurship of women in a big way...

OBJECTIVES

- ❑ To promote women entrepreneurs especially in Aluva municipality
- ❑ To provide a platform in college to exhibit their products
- ❑ To give more emphasis on Kudumbasree products and entrepreneurs....
- ❑ To make aware about various incentives and subsidies provided by government to women entrepreneurs with the help of ESSS (Ernakulam social service society)

PLAN OF ACTION

We are planned to promote women entrepreneurs especially in Aluva Municipality because a lot of women entrepreneurs in our locality doing their own business specially in textile industry and also in other areas so we are planned to conduct an exhibition of their products in our college...for that we are planned to provide a platform in our college. We are also planned to conduct an awareness program on various incentives and subsidies provided by the government to the women entrepreneurs with the help of the volunteers of Ernakulam Social Service Society....It is an institution cater to the developmental concerns of the poor and the marginalized population in Ernakulam district. It is the official organisation of socio-economic programmes for the socially and economically disadvantaged sections of the area irrespective of caste, creed and religion....We also give more emphasis on women entrepreneurs in various Kudumbasrees in Aluva locality...

SCOPE OF PROJECT

The increasing presence of women as entrepreneurs has led to the change in the demographic characteristics of business and economic growth of the country. Women owned business enterprise are playing a prominent role in society inspiring others and generating more employment opportunities...There is a need for sustainable growth of women entrepreneurs to promote a balanced growth in our country and Startup India is committed to strengthening the women entrepreneurship ecosystem, through policies and initiatives and creation of enabling networks.

PROJECT 8

TREND IS YOUR FRIEND

INTRODUCTION

It's one of the best-known saying related to stock investment, but it is incomplete. Trend is your friend, until the end when it bends. The trick associated buying share is to be patient through the small changes in price until you can identify the point when the trend makes a change in direction or it bends.

Stock markets is the virtual market where different types of stocks are bought and sold. It offers different financial instruments such as shares, bonds, debentures, mutual funds, derivatives etc. These instruments are traded on exchanges where buyers and sellers meet and decide on a price. Stock prices change every day as a result of change in demand and supply conditions in the market. One can buy and sell shares simply by analysing the stock markets trends. Stock trading have become much easier with the introduction of online trading platforms. Investment in well established companies will result in capital appreciation in the long run & regular return in the short run.

Students acquires only theoretical knowledge about stock investment and trading through their syllabus. Financial education helps the students in making wise financial decisions. So, it is necessary to create a practical knowledge and active participation among the students in stock market. Students can start trading in shares by simply creating a Demat Account. So, they can experience the ups and downs in the market by investing in different portfolios.

This project aims to motivate our students to invest in stock market, so that they can get acquainted with the current economic scenarios & global trade market. So, we are planning to launch "TREND IS YOUR FRIEND" through stock market investment.

SCOPE OF PROJECT

Scope of the project extended to all the students coming under the commerce Department.

OBJECTIVES

- To create awareness on stock investment and trading among our students
- To encourage student participation in stock market.

PLAN OF ACTION

- 1st level - orientation about the basics of stock market
- 2nd level - Opening a Demat account
- 3rd level - Familiarizing with stock market operations
- 4th level – to enable the students to make online trading

OUTCOME

- To familiarize Indian Capital Market
- To ensure student participation in stock market trading
- Channelizing small savings into regular return & capital appreciation.

PROJECT 9

COLLABORATION OF STUDENTS AND FARMERS FOR THE UPLIFTMENT OF ORGANIC FARMING

ABSTRACT:

In the quest for safer food, the demand for organically grown food has increased during the last decades due to their probable health benefits and food safety concerns. Organic food production is defined as cultivation without the application of chemical fertilizers and synthetic pesticides or genetically modified organisms, growth hormones, and antibiotics. Even after the existence of these benefits, the production rate and the economic availability has still not reached its true pinnacle. However, this can be improved by the collaboration of the knowledge of students in advanced technologies and the experience of farmers.

OBJECTIVE:

- Improving the production rate and economic availability of organic food products by the collaboration of students and farmers.
- Advising about the ways to improve accessibility of organic food products through technologies
- Advising the farmers to produce products which has more value in the market
- Advising about the ways to increase profits through cost-effective methods and management of any downfall

TARGET GROUP:

The proposal aims to increase involvement of current farmers as well as induce interest in other citizens towards organic farming.

ACTION PLAN:

- To identify farmers who are currently engaged in organic farming as well as the citizens who are interested in organic farming.
- To create a working relationship between these two groups.
- Surveying the problems faced by the farmers in this farming method.
- The students are required to provide valid information and advices to the farmers regarding the following matters:
 - ★ Space and availability required for farming
 - ★ Different land schemes (eg: land loans)
 - ★ Primary requirements of farming such as seeds, seedlings, water requirement, organic fertilizers etc.
 - ★ Different banking and subsidiary schemes in the different stages of farming.
 - ★ Different cross cultivation methods.
 - ★ Agricultural tools required.

★ Different platforms for selling the farming products.

* The information provided should be authentic and authorized.

SCOPE OF THE PROPOSAL:

Nowadays the consumers prefer to consume natural/ethnic food particularly organic food across the world. Moreover, they are willing to pay a premium price for such foods. The demand for organic foods are increasing day by day.

PROJECT 10

CENTENARY WEBINAR SERIES

OBJECTIVE:

Webinars a new trend provide a chance to interact with experts from the specific field. Discussing about the relevant topics of the particular subject, students tend to learn about the latest information and new skills related to the concerned subject. Interacting with experts can help the students in getting guidance and solutions related to common problems. Talking and learning about a new topic will encourage the students to explore new areas relevant to the topic. Students will feel motivated to research and learn new things. Of course, a webinar can be motivational, in which case the purpose is usually to inspire the attendees to become better people, or to work towards implementing the skills they might have learned from the webinar.

PLAN OF ACTION:

Department proposes to conduct a webinar series on various relevant topics related to

- Law for common man (includes topics like Right to information, consumer protection, traffic rules, food safety rules, labour laws, etc.)
- Alcoholism and Drug abuse
- Organic farming
- Healthy living
- Mental health of students
- Company laws (for students who have interest in starting a business)
- Know your children (for parents)
- Waste management, environment protection.
- Entrepreneurship
- Stock market

