


## Academic Audit Report

Session : 2014-15

1. Name of Department : School of Commerce, DAVV, Indore
2. No. of full time permanent faculty : Nil
3. No. of contractual faculty : 04 (59 days contract basis)
4. No. of PG/UG courses : PG = 03, UG = 01, Integrated = 01, Ph.D=01 and M.Phil = 01
5. No. of Research Publication : 10
6. Strength :
  - (a) Conducted Curriculum revision workshop
  - (b) Conducted in house industry expert lecture
  - (c) Students Placements
  - (d) Apart from contractual faculty department appoint expert visiting's.
  - (e) ICT Enabled Teaching Learning Process
7. Weakness:
  - (a) Shortage of full time permanent faculty members.
  - (b) Shortage of supporting and administrative staff.
  - (c) Need for more infrastructure for new programmes
8. Recommended action on Audit Report:
  - Institute should appoint full time faculty and support staff.
  - New infrastructure should be developed to cater to the growing number of students.
  - More emphasis should be given on research and consultancy.

  
Signature of IQAC coordinator of the Department

  
Signature of Director IQAC

## Academic Audit Report

Session : 2015-16

1. Name of Department : School of Commerce, DAVV, Indore
2. No. of full time permanent faculty : Nil
3. No. of contractual faculty : 04 (59 days contract basis)
4. No. of PG/UG courses : PG = 03, UG = 01, Integrated = 01, Ph.D=01 and M.Phil = 01
5. No. of Research Publication : 21
6. Strength :
  - (a) Conducted Curriculum revision workshop
  - (b) Conducted in house industry expert lecture
  - (c) Students Placements
  - (d) Apart from contractual faculty department appoint expert visiting's.
  - (e) ICT Enabled Teaching Learning Process
  - (f) Conducted Industry Visit.
7. Weakness:
  - (a) Shortage of full time permanent faculty members.
  - (b) Shortage of supporting and administrative staff.
  - (c) Need for more infrastructure for new programmes
  - (d) Need for up gradation of auditorium.
8. Recommended action on Audit Report:
  - Institute should appoint full time faculty and support staff.
  - New infrastructure should be developed to cater to the growing number of students.
  - More emphasis should be given on research and consultancy.

  
Signature of IQAC coordinator of the Department

  
Signature of Director IQAC

## Academic Audit Report

Session : 2016-17

1. Name of Department : School of Commerce, DAVV, Indore
2. No. of full time permanent faculty : Nil
3. No. of contractual faculty : 04 (59 days contract basis)
4. No. of PG/UG courses : PG = 03, UG = 01, Integrated = 01, Ph.D=01 and M.Phil = 01
5. No. of Research Publication : 26
6. Strength :
  - (a) Conducted Curriculum revision workshop
  - (b) Conducted in house industry expert lecture
  - (c) Students Placements
  - (d) Apart from contractual faculty department appoint expert visiting's.
  - (e) ICT Enabled Teaching Learning Process
7. Weakness:
  - (a) Shortage of full time permanent faculty members.
  - (b) Shortage of supporting and administrative staff.
  - (c) Need for more infrastructure for new programmes
  - (d) Networking of Computer lab
8. Recommended action on Audit Report:
  - Institute should appoint full time faculty and support staff.
  - New infrastructure should be developed to cater to the growing number of students.
  - More emphasis should be given on research and consultancy.

  
Signature of IQAC coordinator of the Department

  
Signature of Director IQAC

## Academic Audit Report

Session : 2017-18

1. Name of Department : School of Commerce, DAVV, Indore
2. No. of full time permanent faculty : Nil
3. No. of contractual faculty : 03 (59 days contract basis)
4. No. of PG/UG courses : PG = 03, UG = 01, Integrated = 01, Ph.D=01 and M.Phil = 01
5. No. of Research Publication : 29
6. Strength :
  - (a) Conducted Curriculum revision workshop
  - (b) Conducted in house industry expert lecture
  - (c) Students Placements
  - (d) Apart from contractual faculty department appoint expert visiting's.
  - (e) ICT Enabled Teaching Learning Process
  - (f) Developed computer lab with network
7. Weakness:
  - (a) Shortage of full time permanent faculty members.
  - (b) Shortage of supporting and administrative staff.
  - (c) Need for more infrastructure for new programmes
  - (d) Training of faculty and staff
8. Recommended action on Audit Report:
  - Institute should appoint full time faculty and support staff.
  - New infrastructure should be developed to cater to the growing number of students.
  - More emphasis should be given on research and consultancy.

  
Signature of IQAC coordinator of the Department

  
Signature of Director IQAC

## Academic Audit Report

Session : 2018-19

1. Name of Department : School of Commerce, DAVV, Indore
2. No. of full time permanent faculty : Nil
3. No. of contractual faculty : 03 (59 days contract basis)
4. No. of PG/UG courses : PG = 03, UG = 01, Integrated = 01, Ph.D=01 and M.Phil = 01
5. No. of Research Publication : 16
6. Strength :
  - (a) Conducted Curriculum revision workshop
  - (b) Conducted in house industry expert lecture
  - (c) Students Placements
  - (d) Apart from contractual faculty department appoint expert visiting's.
  - (e) ICT Enabled Teaching Learning Process
7. Weakness:
  - (a) Shortage of full time permanent faculty members.
  - (b) Shortage of supporting and administrative staff.
  - (c) Need for more infrastructure for new programmes
  - (d) Training of faculty and staff
8. Recommended action on Audit Report:
  - Institute should appoint full time faculty and support staff.
  - New infrastructure should be developed to cater to the growing number of students.
  - More emphasis should be given on research and consultancy.

  
Signature of IQAC coordinator of the Department

  
Signature of Director IQAC

## परिशिष्ट 1.23

1- अध्ययनशाला का नाम	:	वाणिज्य अध्ययनशाला, देवी अहिल्या विश्वविद्यालय, इन्दौर
2- विभागाध्यक्ष/निदेशक का नाम	:	डॉ राजेन्द्र सिंह
3- मोबाइल/दूरभाष क्र	:	0731-2460530,9425349042
4- ईमेल	:	head.scom@dauniv.ac.in
5- छात्र संख्या	:	72

सं क्र	पाठ्यक्रम नाम	सेमेस्टर	छात्र संख्या
1	M.Phil (commerce)	I Sem.	22
2	M.com (Account & Finance Control)	I Sem.	11
3	M.com (Banking Mgt.)	III Sem.	18
		I Sem.	13
4	MBA (FT) 2 Yrs.	III Sem.	08
		I Sem.	53
5	MBA (FT) 5 Yrs.	III Sem.	58
		I Sem.	61
		III Sem.	63
		V Sem.	51
		VII Sem.	32
		IX Sem.	18
6	B.com (Account & Tax Management)	I Sem.	60
		III Sem.	61
		V Sem.	47
	<b>Total</b>		<b>576</b>

- 6) वर्गानुसार शिक्षक संख्या:- 59 दिवस संविदा आधार पर 03 संविदा शिक्षक।  
7) अध्ययनशाला द्वारा संचालित शैक्षणिक पाठ्यक्रम के संबंध में संक्षिप्त विवरण।

सं क्र	पाठ्यक्रम नाम	उपाधि/ डिप्लोमा	अवधि/प्रवेश के लिए न्यूनतम अर्हताएं	प्रवेश प्रक्रिया
1	M.Phil (commerce)	उपाधि	M.com with 55%	Departmental Entrance Exam
2	M.com (Account & Financial Control)	उपाधि	Graduation in Commerce/Science with 50%	CET
3	M.com (Banking Mgt.)	उपाधि	Graduation in Commerce/Science with 50%	CET
4	MBA (FT) 2 Yrs.	उपाधि	Graduation in any Stream with 50%	CET
5	MBA (FT) 5 Yrs.	उपाधि	12 <sup>th</sup> in any Stream with 50%	CET
6	B.com (Account & Tax Management)	उपाधि	12 <sup>th</sup> in Commerce/Science with 50%	CET

- 8) वर्ष भर में सम्पन्न अध्ययनशाला/संस्थान की सर्वाधिक महत्वपूर्ण गतिविधि संक्षेप में।

The department conducts several activities for students support & progression, which are described below:

#### Seminars & Workshops

In order to make the students aware of with the current industrial scenario and to expose them to practical knowledge through workshops, personality development programs, motivational lectures, etc., the department organizes seminars of various experienced personalities which are linked with industry. The table below exhibits summary of such events conducted by the department during 2013 and 2014:

## List of Seminars/ Workshops/Expert Talks

S.N.	Topic of Seminar/Workshop/Talk	Experts Name
1	Currency Derivatives Trading- A New Dimension In Foreign Trade	CA. Sanjay Kapdi
2	Carrier Opportunities In Trade Finance	Mr. Ankit Jain
3	Experience of Living & Working In china,	Mr. Avinash Sehgal
4	Theory v/s Practical Approach in Logistics,	Mr. Khushned Khan
5	LPG (Liberisation, Privatization and Globalization): How it Fueled the Global Trade	Ms. Priya Agarwal
6	Potential & Regulation of Indian Foreign Trade	Mr. Sourabh Singh

Cultural Activities

Cultural activities aim at developing the academic and culture talents of students and improving their capabilities to work as a team & raising their level. The department has organized cultural event "HUES-2014" On 12, 13, & 14 March 2014.

## Hues 2014 Events Details

## Day 1 (Intra College)

- Poster Making & Sketching (SPLASH)
- Rangoli (KALAKRITHI)
- Scavenger Hunt
- 5 Legged Race (Outdoor Game)
- Master Chef
- Group Dance
- Best Out Of Waste
- Fashion Show (Groove of the day)

## Date: 14-03-2014 (Friday)

- Face Painting
- Skit (Street Play)
- Photography
- Group Dance

## Date: 13-03-2014 (Thursday)

- Ad Mad Show
- Solo Singing
- Management Game
- War Of Bands (Groove Of The Day)

Tree Plantation

We want to encourage schools to make the most of their grounds by planting trees. This helps create woodland habitat, increases biodiversity and most importantly, provides an excellent learning resource.

## Gardening activity done by students and staff

Green policy Seminar on "WORLD HABITAT DAY" on dated 7<sup>th</sup> October.

- School of Commerce organized a popular lecture "On Rapid Urbanization and its Impact on Environment" to mark World Habitat Day under the Green University Policy. Popular lecture by Dr.R.B.Sharma Director Disaster Management Institute, Bhopal.

9) (1) प्रारंभ किये गये नये पाठ्यक्रम: NIL

(2) अंतर्राष्ट्रीय शोध संदर्भ जर्नल/पुस्तकों का प्रकाशन

(3) शिक्षकों का अन्तर्राष्ट्रीय सम्मेलनों वर्कशाप में सम्मिलित होना आदि।

Dr. Rajendra Singh, Head School of Commerce, D.A.V.V, Indore

Research experience:2014

- 1) Paper published on "Study job satisfaction level of male and female Employees in Private Sector Banks of Indore, M.P. India" in the International Journal's Research journal of social Science & Management, 01 June -14, vol:04, No02, ISSN:1571(with jain Nina)
- 2) Paper published on: A Study of Effectiveness of Human Resource Management Practices Relevant as Marketing Tool in Banking Sector in Indore, M.P., India, in the International Journal of Engineering & Management Research, Feb-14 vol:04, Issue-01, ISSN:2250-0758 (With jain Nina)
- 3) Paper published on "Global Factors Affecting Exchange Rate in India", in the International Journal's, Asian Journal of Research in Business Economics & Management January 2014, pp-243-254 vol:04, No:01, ISSN:2149-7307, (Tripathi L.K. Parashar Arpan)

2013

- 1) Paper published on "ANALYSIS OF THE FACTORS ACCOUNTABLE FOR CATASTROPHE & HURDLING THE TRAFFIC SYSTEM ", in Amity Journal of Management (national referred), June-Dec. 2013, Vol-1, Number-1, ISSN 2347-1832 (with Kavita Tiwari & Aniti Khandelwal)
- 2) Paper published on " AN INSIGHT INTO STRATEGIES & FUTURE TRENDS IN SOCIAL MEDIA MARKETING", in Baudhik the Journal of Management (national referred), Sep-Dec., 2013, Vol-4, Issues 3, ISSN 2277-4955 (with Nidhi Arora)
- 3) Paper published on " DISCIPLINING GEN Y A CHALLENGING OR CAKES WALK FOR TODAY'S ORGANISATIONS", in Baudhik the Journal of Management (national referred), Sep-Dec., 2013, Vol-4, Issues 3, ISSN 2277-4955 (with Nidhi Arora)
- 4) Paper Published ( SOUVENIR) in 7<sup>th</sup> National Seminar on Contemporary Scenario in Innovative Management & Growth in Marketing, Finance, HR, Operations and IT ON 3<sup>RD</sup> Oct. 2013 by Lakshmi Narain College of Technology, Indore. (with Pallvi Kapooria)
- 5) Paper published on " MOBILE MEDIA CONSUMPTION AND SOCIAL NORMS: AGE AND GENDER AS MODERATORS", in International Research Journal of Business and Management, Aug. 2013, Vol-1, part-2, pp 145-154. (with Hemant Bamoriya)
- 6) Paper published on "QR codes in print advertising: elucidating Indian vogue using content analysis" in Management & Marketing Challenges for the Knowledge Society (2013) Vol 8, 2, pp. 353-368. ISSN 1842-0206 (with Hemant Bamoriya)
- 7) Paper published on "Sky Lab d2h: A Strategic Analysis (Sky Hai to Connectivity Hai) ", in Excellent Publishing House Books, First Published New Delhi, 2013, ISBN No. 978-93-83083-13-8. (with A.K. Singh, Ajay Malpani & Dipti Malpani)
- 8) Paper published on "A Study on the Impact of Service Quality on Customer's Retention Towards SBI (State Bank of India) Online Banking Services" in Excell Books "Dynamics of Innovative Practices in Management, First Edition, New Delhi, 2013, ISBN No. 978-5062-183-7. (with Kavita Tiwari & Raj Singh)

Session Chaired and Delivered Expert lecture:

- Session chaired the technical session on "Marketing & Branding" in International conference on "Paradigm Shift in Innovative Business Management" held on 01, 2013 at VIPSAR, Indore.
- Session chaired the technical session on "Mapping Business Excellence through IT" in seventh International Conference on "Mapping Business Excellence through vision, value and vibrant practices" held on sep. 14-15, 2013 at PIMR, Indore.



Work-Shop/ conferences

- Participated and contributed in the curriculum revision workshop conducted from 22/06/2013 to 28/06/2013, organized by School of Commerce, DAVV, Indore(m.p.).
- Refresher course During 22 August. to 12 September 2013 Academic Staff college. D.A.V.V, Indore.

**Dr. Laxmikant Tripathi**

- 1) "Golden Nexus of Global Factors in India" Edition January, 2014 Pacific Business Review International, ISSN:0974-438X, January 2014
- 2) 'Global Factors Affecting Exchange Rates in India', Asian Journal of Research in Business Economics and Management, ISSN: 2249-7307, AJRBEM Vol. 4, No. 1, January 2014, pp. 243-254.
- 3) 'FII Flow and Indian Stock Market: A Causal Study' Asian Journal of Research in Business Economics and Management, ISSN: 2249-7307, AJRBEM Vol. 4, No. 1, January 2014, pp. 202-209.
- 4) "Global Factors Affecting Stock Performance in India, Zenith International Journal of Business Economics and Management Research, ISSN: 2249-8826 EIJMMS Volume 3(11) November 2013.
- 5) A study Customer Satisfaction with respect to E-Banking Services, published in Research Analysis and Evaluation, Vol V Issue 50 November-2013 edition, ISSN:09753486
- 6) "A Study of Impact of Macroeconomic Variables on Performance of NIFTY", Asian Journal of Research in Business Economics & Management Volume 3, No. 10 ISSN 2249-7307 October 2013  
SSRN Journal (E-copy available at <http://ssrn.com/abstract=2266589>)
- 7) "Study of Various hurdles in the path of Women Entrepreneurship in India" in International Journal of Management Research and Review, ISSN: 22497196, Edition June 2012.
- 8) A Study of Modern Techniques of E-Commerce in Business Published in Mind & Society, pp:455, Issue:2 N 4, Oct-Dec. 2013 edition ISSN:22776907.

**Dr. Rajeshri Desai**

- 1) "A Study of Fluctuations of forward transition on Selected Commodity prices" IJRCM (ISSN 097 2183) Feb 2014
- 2) "Consumer Preferences towards constructed houses in Indore city" IJRCAM (ISSN 2231-1009) JUNE 2014
- 3) An Refered International Journal (SSRE) Indra ISSN-2249-7196 "A study of practices of Material Requirement planning (MRP) in Pharmaceutical Industry" March 2014

National Seminar

- 1) "Manav Adhikaro ki Chunotiya, Savendanshilita ke Praashna 21th Century by national human rights committee Oct 2013.
- 2) "Shiksha ka Swarup-Ek Chintan Organised by GSITS Indore & Shiksha Sanskreti Uthan Nyas Indore.

Workshop

2 days workshop in yoga Organised by GACC Indore Feb. 2014.

**10. Future Action plans**

- Starting new PG courses in Insurance, commodity market, share Market, Retail Management & Rural Management.
- Planning for Collaboration with Export Import Industry, Banking & Other financial Institutions.
- **Enhancing** Campus Placement activities
- Strengthening of ICT Facility.
- Enhancing Research Activities for Faculties & Students.

## परिशिष्ट 1.23

1. संस्थान का नाम	राष्ट्रीय अर्थशास्त्र, वी. महिला विश्वविद्यालय, इन्दौर
2. स्थापित वर्ष	2005
3. विभागाध्यक्ष/निदेशक का नाम	डॉ. अशोक सिंह
4. पता, जिला, राज्य	एच. 24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100
5. वेबसाइट	www.vwv.ac.in

क्र.सं.	संबन्धित पाठ्यक्रम का नाम	पाठ्यक्रम प्रारंभ वर्ष	सीटों की संख्या
01	M.Phil (Commerce)	2007	20
02	M.Phil (Commerce)	2007	20
03	M.com (Account & Finance Control)	2006	60
04	M.com (Banking Mgt.)	2006	60
05	MBA (FT) 2 Yrs.	2008	60
06	MBA (FT) 5 Yrs.	2007	60
07	B.com (Account & Tax Management)	2010	60

7. अकादमिक वर्ष 2014-15 में विभाग/संस्थान/अध्ययनशाला में विद्यार्थियों की संख्या-

पाठ्यक्रम	पाठ्यक्रम संख्या	कुल विद्यार्थियों की संख्या	उत्तीर्ण विद्यार्थियों की संख्या
स्नातक	2	352	345
स्नातकोत्तर	4	193	190
एम.फिल	1	21	21
पी.एच.डी	1	43	6 (Awarded)
अन्य पाठ्यक्रम	कोई Ph.D. Course Work	128	128

8. अकादमिक वर्ष 2014-15 में विभाग/संस्थान/अध्ययनशाला में प्रवेशित विद्यार्थियों की संख्या 30 जून 2015 तक :-

पाठ्यक्रम का नाम	सेमे. वर्ष	सामान्य वर्ग		अजा		अजजा		अपिव		एनआरआ		कुल संख्या	
		छात्र	छात्रा	छात्र	छात्रा	छात्र	छात्रा	छात्र	छात्रा	छात्र	छात्रा	छात्र	छात्रा
M.Phil (commerce)	I Sem		09	01	03		02	01	04			04	18
M.com (Account & Finance Control)	I Sem	04	10					02				06	10
M.com (Banking Mgt.)	I Sem	03	01					03				06	01
MBA (FT) 2 Yrs.	I Sem	24	21	02				05	04			31	25
MBA (FT) 5 Yrs.	I Sem	13	19	11	03		01	08	03			32	26
B.com (A & Tax Mgmt.)	I Sem	21	17	06	05	04	02	03	04			34	28

9. वर्ष 2014-15 में विभाग/संस्थान/अध्ययनशाला में शिक्षको की संख्या 30 जून 2015 तक-

शिक्षको	सामान्य वर्ग		अजा		अजजा		अपिव		एनआरआ		कुल संख्या	
	पुरुष	महिला	पुरुष	महिला	पुरुष	महिला	पुरुष	महिला	पुरुष	महिला	पुरुष	महिला
संविदा शिक्षक	01	02					01				01	03
अतिथि शिक्षक	17	31	01	01			02	03			20	35
कुल	18	33	01	01			03	03			21	38

10. विभाग/संस्थान/अध्ययनशाला द्वारा प्रकाशन एवं अकादमिक गतिविधियां वर्ष (2014-15)

प्रकाशन / अकादमिक गतिविधियों	जानकारी संलग्न
जर्नल में प्रकाशित शोध पत्र इम्पेक्ट फैक्टर दर्शाएँ	जानकारी संलग्न
कान्फ्रेंस / सेमिनार लेख प्रस्तुतीकरण	जानकारी संलग्न
वर्कशॉप का आयोजन	जानकारी संलग्न
अतिथि व्याख्यान आयोजन	जानकारी संलग्न

11. विभाग/संस्थान/अध्ययनशाला के शिक्षको एवं विद्यार्थियों द्वारा वर्ष 2014-15 में प्राप्त पुरस्कार / फेलोशिप एवं अन्य महत्वपूर्ण संस्थाओं से प्राप्त पदक 30 जून 2015 स्थिति में-

सं.क	अवार्ड पुरस्कार / फेलोशिप एवं अन्य महत्वपूर्ण संस्थाओं से प्राप्त पदक	शिक्षक/विद्यार्थी का नाम
		Nil

**Point No. 10 - Research Publications = 21**

- वर्ष 2014-15 में विभाग/संस्थान/अध्ययनशाला में प्रारंभ किए गये नये पाठ्यक्रम की जानकारी- Nil  
 - विभाग द्वारा की गई प्लेसमेंट गतिविधियों का संक्षिप्त विवरण :- 16 companies invited for campus during the year

The department conducts several activities for students support & progression, which are described below:

**Seminars, Workshops & Lecture**

In order to make the students aware of with the current industrial scenario and to expose them to practical knowledge through workshops, personality development programs, motivational lectures, etc., the department organizes seminars of various experienced personalities which are linked with industry.

Lecture on "Personality Development & Nation Building"

DAVV Indore celebrated, Golden Jubilee Year, same as lecture series Organised by School of Commerce, DAVV Indore. Resource Person: Prof.(Dr.) Pradeep Kumar Joshi, Chairman Chhattisgarh Public Service Commission Raipur (Chhattisgarh) on February 2015.

SEVEN DAYS WORKSHOP

"FOREIGN TRADE in Industry Eye's"

The School of Commerce a University Teaching Department is engaged in imparting professional education in Foreign Trade Management & Commerce. Our Department has always been pro-active in adapting to changing needs of the corporate sector, making it a leading research, quality academic and excellent in Foreign Trade. The Post-graduate Program offers an MBA in Foreign Trade that equips the candidates with the practical nuances of conducting International Business in a competitive environment, complemented with a meticulously designed course structure.

Cultural Programme

Hues-2015

Over the years, SOC has developed its own unique culture. The culture of SOC is such that it accelerates the member's passion for achieving excellence in everything that they do. HUES A French word -- "to enjoy different shades of life". The Annual Fest of SOC, represents what SOC stands for -- "A Tradition of Innovation". The fest named hues, started from 2012. This year SOC was organised "HUES-2015" on 20<sup>th</sup> & 21<sup>st</sup> April-2015 events like Scavenger Hunt, Male Master Chef, Management games, Solo singing, Poster Making & sketching, Mehandi Making, Debate, Stand-up Comedy, Group Dance etc.

National Service Scheme

A new unit of NSS has been formed in the institute by enrolling interested students on the 27<sup>th</sup> August 2013. We organized a Blood Donation Camp through NSS unit. In this camp team of doctors associated with us are from Noble Blood Bank (M.Y. hospital) and we would also like to conduct a seminar on "THALASSEMIA and Importance of Blood donation" so as to increase awareness amongst students.

The other major activities were Tree plantation & swachata Abhiyan in the institute.

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Nil

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## परिशिष्ट 1.24

1. Name : Institute Of Management Studies  
 2. Year of Establishment : 1969  
 3. Head Of Department : Dr. P.N. Mishra  
 4. Mob-9425065939, Tel : 2478800  
 5. Website : [www.dauniv.ac.in](http://www.dauniv.ac.in)  
 Email-id : [director.ims@dauniv.ac.in](mailto:director.ims@dauniv.ac.in)  
 6. No. of Students-Course wise

S no.	Branches Of Studies	Sanctioned Intake
1.	MBA(Full Time) 2 years	120
2.	MBA(Financial Administration) 2 years	120
3.	MBA( Marketing Management) 2 years	120
4.	MBA( Human Resource) 2 years	120
5.	MBA(Hospital Administration) 2 years	60
6.	MBA(Ecommerce) 2 years	60
7.	MBA(Disaster Management) 2 years	60
8.	BBA(Hospital Administration) 3 years	60
9.	BBA(Ecommerce) 3 years.	60
10.	MBA(Executive) 2 years	120
11.	M.Phil.	20
12.	Ph.D	-As per seats available.
13.	D. Lit.	-

## 7. No of Students in the Academic year (2014-15)

	No. of course	Total Student	No. of Students pass
Graduate	02	349	334
Post Graduate	09	696	685
M.Phil.	1	20	16
Diploma	-	-	-
Certificate Course	-	-	-
Course	-	-	-
PG Diploma	-	-	-
Others	-	-	-

## 8. Number of Students admitted in academic year (2014-15)

S no.	Branches Of Studies	General		SC		ST		OBC		NRI		TOTAL	
		M	F	M	F	M	F	M	F	M	F	M	F
1.	MBA(Full Time) 2 years	36	18	13	06	17	07	12	06	02	03	80	40
2.	MBA(Financial Administration) 2 years	36	18	13	06	17	07	12	06	02	03	80	40
3.	MBA(Marketing Management) 2 years	36	18	13	06	17	07	12	06	02	03	80	40
4.	MBA( Human Resource) 2 years	18	09	07	03	08	04	06	03	01	02	39	21
5.	MBA(Hospital Administration) 2 years	18	09	07	03	08	04	06	03	01	02	39	21
6.	MBA(Ecommerce) 2 years	18	09	07	03	08	04	06	03	01	02	39	21
7.	MBA(Disaster Management) 2 years	18	09	07	03	08	04	06	03	01	02	39	21
8.	BBA(Hospital Administration) 3 years	18	09	07	03	08	04	06	03	01	02	39	21
9.	BBA(Ecommerce) 3 years	18	09	07	03	08	04	06	03	01	02	39	21
10.	MBA(Executive) 2 years	120	-	-	-	-	-	-	-	-	-	-	120
11.	M.Phil.	-	-	-	-	-	-	-	-	-	-	-	20
12.	Ph.D	AS PER SEAT AVAILABLE											
13.	D. Lit.	AS PER SEAT AVAILABLE											

## परिशिष्ट 1.23

- 1- अध्ययनशाला का नाम वाणिज्य अध्ययनशाला, देवी अहिल्या विश्वविद्यालय, इन्दौर  
 2- विभागाध्यक्ष/निदेशक का नाम डॉ यजेन्द्र सिंह  
 3- छात्र संख्या कक्षावार

सं. क्रं	पाठ्यक्रम नाम	सेमेस्टर	छात्र संख्या
01	Ph.D. (Commerce)		167
02	M.Phil (commerce)	I Sem.	19
03	M.com (Account & Finance Control)	I Sem.	18
		III Sem.	15
04	M.com (Banking Mgt.)	I Sem.	Nil
		III Sem.	07
05	MBA (FT) 2 Yrs	I Sem.	40
		III Sem.	55
06	MBA (FT) 5 Yrs.	I Sem.	114
		III Sem.	60
		V Sem.	53
		VII Sem.	27
		IX Sem.	15
07	B.com (Account & Tax Management)	I Sem.	122
		III Sem.	62
		V Sem.	59
Total			833

- 4) संवर्गानुसार शिक्षक संख्या:- 59 दिवस संविदा आधार पर 04 संविदा शिक्षक।  
 5. अध्ययनशाला द्वारा संचालित शैक्षणिक पाठ्यक्रम के संबंध में संक्षिप्त विवरण।

अनु.क्रं	पाठ्यक्रम नाम	उपाधि/ डिप्लोमा	प्रवेश/प्रवेश के लिए न्यूनतम अर्हताएं	अन्य आवश्यक विवरण
1	M.Phil (commerce)	उपाधि	M.com with 55%	Departmental Entrance Exam
2	M.com (Account & Financial Control)	उपाधि	Graduation in Commerce/Science with 50%	CET
3	M.com (Banking Mgt.)	उपाधि	Graduation in Commerce/Science with 50%	CET
4	MBA (FT) 2 Yrs.	उपाधि	Graduation in any Stream with 50%	CET
5	MBA (FT) 5 Yrs.	उपाधि	12 <sup>th</sup> in any Stream with 50%	CET
6	B.com (Account & Tax Management)	उपाधि	12 <sup>th</sup> in Commerce/Science with 50%	CET

6. वर्ष भर में सम्पन्न अध्ययनशाला/संस्थान की सर्वाधिक महत्वपूर्ण गतिविधि संक्षेप में।

**Sports (Spardha) 22<sup>nd</sup> Jan to 23<sup>th</sup> Jan 2016.**

Every year our department organizes inter-sports competition named as "Spardha" in extra-curriculum activities for students. In which various indoor- outdoor sports are arranged by sports committee. Such as:

- Volley -ball
- Table -tennis
- Cricket
- Badminton
- Chess

**Event: "Curriculum Revision Workshop"**

**Date: 23<sup>rd</sup> June -29<sup>th</sup> June 2016**

**Brief of the Workshop:-**

Due to changing business and academic environment, it is the need of time to revise the course curriculum to cope up the changes occurred. Therefore a 7 days' workshop on course revision was conducted from 23<sup>rd</sup> June - 29<sup>th</sup> June 2016 titled "Curriculum Revision Workshop".

In this workshop all current subjects irrespective of their programme [M.phil (commerce), M.Com.(AFC)&(BM), MBA(FT)2Yrs.,MBA(FT) 5Yrs.,B.Com (ATM) 3Yrs.] were divided into different segments on the domain/basis of similar areas given below:

- Foreign Trade
- Management
- Marketing,
- Accounting
- Economics
- Computer
- Law

Further, we invited experts from different areas like industry and Academia of the different expertise as per need of the subjects. All the Suggestions/inputs given by experts are incorporated to enhance the quality of Curriculum.

**Expert's schedule sheet**

S.No.	Date	Subject name	Experts Name
1.	23/06/2016	Foreign Trade	Dr. Richa Shrimal Mr. Shrish Agrawal
2.	24/06/2016	Marketing Human Resource Mgmt. Management	Dr. NivratiMishra Dr. Bhanu Pratap Singh
3.	25/06/2016	Banking & Insurance	Mr. Arvind Pranjape Mr.J.C. Chaturvedi
4.	27/06/2016	Accounting Taxation & Economics	Dr. P.K. Sanse Dr. Manish Sitlani CA. G. Alam Dr. J.K. Jain
5.	28/06/2016	Computer Law	Dr. Preeti Singh Dr. K.Nigam
6.	29/06/2016	Mathematics & Statistics	Dr. Avinash Desai

विभाग द्वारा की गई प्लेसमेंट गतिविधियों का संक्षिप्त विवरण :-

**Placement report 2015-16**

School of Commerce running MBA (FT) 5 Yrs. Integrated and 2 yrs. PG, M.com and B.com Programmes.

Department helps the student for placement. For this in 15-16 sessions student went for summer and Winter Training in various companies' and also interviews were scheduled in various companies.

**Details of companies:**

S. No.	Name of company (on Campus)
1.	Invesment Visor
2.	Aspricot Technologies
3.	Samsara Shipping
4.	Mutooth Fin Corp
5.	Capital Via

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S. No.	Name of company (off Campus)
1.	Eins education
2.	Prem Heena Mktg. Pvt. Ltd.
3.	S.A. Cargo Services Pvt. Ltd.
4.	Growwide Portfolio Mgmt. Ltd.
5.	Tripati Balaji
6.	Star India Pvt. Ltd.
7.	Jenith Alloy Steels
8.	Seasure Shipping & Logistics
9.	Sailor Exports Limited
10.	Bull's Eye Investment corporation

**Details of Placed Students:**

S. No.	Student name	Company name	Package
1.	Ms. Prena Kala	Eins education	6 lakh
2.	Mr. Nitin Pandya	Capital Via	4 lakh
3.	Ms. Nikita Agarwal	Capital Via	4 lakh
4.	Ms. Shristhi Jaiswal	Capital Via	4 lakh
5.	Ms. Sushmita Chakarvoti	Capital Via	4 lakh
6.	Ms. Namrata Bhatia	Samsara Shipping lines	2.4 Lakh
7.	Ms. Kritika Srivastava	Samsara Shipping lines	2.4 Lakh
8.	Mr. Abhijeet Singh	Samsara Shipping lines	2.4 Lakh
9.	Mr. Anshul Singh Sisodiya	Krishnapatanam Port, Nallore, A.P.	2.4 Lakh
10.	Ms. Astha Singh	Ankit Enterprises	2.16 lakh
11.	Mr. Punit Gehlot	Prem Heena Mktg. Pvt. Ltd.	1.65 lakh
12.	Mr. Kunal Singh	Prem Heena Mktg. Pvt. Ltd.	1.65 lakh
13.	Mr. Shahbaz Khan	Prem Heena Mktg. Pvt. Ltd.	1.65 lakh
14.	Mr. Shantanu Pandey	Prem Heena Mktg. Pvt. Ltd.	1.65 lakh
15.	Mr. Shubham Sharma	S.A. Cargo Services Pvt. Ltd.	1.44 Lakh
16.	Ms. Purvi Jindani	Rudra Enterprises	1.80 Lakh
17.	Ms. Arpita Mahajan	Growwide Portfolio Mgmt. Ltd.	2 lakh
18.	Mr. Devesh Awalekar	Tripati Balaji	1.4 lakh
19.	Ms. Pratyaksha Raj	Star India Pvt. Ltd.	1.4 Lakh
	<b>Under Graduates</b>		
1.	Mr. Akshay Kesari	Bull's eye	3.5 Lakh
2.	Ms. Priya Tomar	Bull's eye	3.5 Lakh

**National Service Scheme 2015-16**

There are many activities organized through NSS unit in the institute:

1. Swachata Abhiyan Dated on 10-07-15 at SOC Campus.
2. Plantation Programme Dated 27-08-15 at SOC Campus.
3. Matdata Jagrukta Diwas Dated 15-09-2015
4. Pulse Polio Programme Dated 25/09/15
5. Mahatma Gandhi Jayanti Dated on 02-10-2015 at DAVV Campus Takshila Parisar
6. Drug Abuse Programme at ICAIA Audi Vijaynagar Dated 21-11-2015.
7. National Youth Festival (Youth Week) Dated 12-01-2016.
  - I. Inauguration Programme of Swami Vivekananda Jayanti By NSS Programme Convenor DAVV Indore, Dr. Prakash Gadwal
  - Eye-Check up Camp organised at SOC Dated 13-01-2016
  - Essay & Debate Competition Dated 16-08-16 & 17-08-16 at SOC.



7. 1. प्रारंभ किये गये नये पाठ्यक्रम :- निरंक  
2. राष्ट्रीय सम्मेलन/ वर्कशॉप में शिक्षकों की सहभागिता :-

Dr. Rajendra Singh, Head School of Commerce, D.A.V.V, Indore

**Research experience:**

2016

- 1) Paper published on " Study of Risk & Return of Axis Long Term Equity Fund(g)" in the International Journal of Research in finance and marketing (impact factor – 5.861), June 2016, issn 2231-5985 (with Kulkarni D.)
- 2) Paper published on " Factor considered by prospective students while deciding on seeking admission in a Business School ", in the excel book published in first edition : new Delhi, 2016 ISBN: 978-93-5062-629-0 (with Attri R. & Chaturvedi S.)
- 3) Paper published on " Service Quality Evaluation of Private Hospital using SERVQUAL " , in the Journal of Management Research and Analysis, 2016; 3(1): 49-52 (with Sirohi S.)
- 4) Paper published on "Role of Jammu Kashmir Entrepreneurship Development institute (JKEDI) in the development of Entrepreneurship in Jammu and Kashmir" , in the International Journal of for Research in Business, Management and Accounting, ISSN : 2455-6114, VOL.2 Issue 4 April 25, 2016 paper 16, pp-144-156 (with Dr. Mishra S., Dhar A.J.).
- 5) Paper published on "Performance of equity with special reference to reliance industries", in the International Journal of Research and Finance and Marketing. Vol. 6; Issue : 01 January 2016, pp-115-126, ISSN : 2231-5985, impact factor for the year 2016 is 5.230, (with Kulkarni D.)
- 6) Paper published on " A cross Sectional study to assess the patient satisfaction level of the service being provided by a tertiary level care hospital of a metropolitan city of central India", in the International Journal of Management Sciences (International Science Congress Association), Vol. 5(1), 1-4 January 2016, pp-1-4, ISSN : 2219-1171, (with Sirohi S., & Rai S.)

Dr. Shailendra Mishra

**Research experience:**

**Research paper**

- Paper Published on " To study the impact of customer satisfaction on online shopping in Indore city" (ISSN 2231-5989) in International Journal of Research and Marketing with Impact factor-5.230. Volume 5, Issue 12 (December, 2015) In Euro Asia Research and Development Association.
- Paper Published on "Digital India- A Program to Transform India into a Digitally Empowered Society and Knowledge Economy" in Naveed Shodh Sansar (An International Referred Research Journal) Oct. to Dec. 2015, Vol. II with ISSN-2320-8767, E-ISSN 2394-3793, impact Factor- 0.715 (2014)
- Paper Published on भद्रुध सहकारी समिति का दुग्ध उत्पादन के व्यवसाय द्वारा ग्रामीणों के आर्थिक उत्थान में योगदान (इन्दौर जिले के संदर्भ में) In Contemporary practices of Business Management (Printed by Acumen Creations, Indore) Published by Vishisht Institute of Professional Studies and Research with ISBN 13:978-81-927004-3-4 In Feb. 2016.
- Paper Published on " भारत के राष्ट्रीयकृत बैंकों में कम्प्यूटरजनिक धोखा-धड़ियों के कारण एवं समाधान " In Contemporary practices of Business Management (Printed by Acumen Creations, Indore) Published by Vishisht Institute of Professional Studies and Research with ISBN 13:978-81-927004-3-4 In Feb. 2016.
- Paper Published on "Awareness of E-Banking Among Scheduled Tribes Students in University Teaching Department of Devi Ahilya Vishwavidhyalaya" in Horizon books with ISBN-978-93-84044-87-9 in National Seminar held at B.P.L. Govt. P.G. College, Mhow (3<sup>rd</sup> & 4<sup>th</sup> March, 2016)
- Paper Published on "Role of Jammu and Kashmir Entrepreneurship development Institute (JKEDI) in the development of Entrepreneurship in Jammu and Kashmir". In International Journal for research Volume 2 issue 4 April, 2016. With ISSN-2455-6114
- Attending 7 days Faculty Development Programme on :Innovative Teaching Approaches & Techniques in Higher Education dated 18<sup>th</sup> -24<sup>th</sup> September, 2015 at Govindram Seksaria Institute of Management & Research,
- Attending 7 days 1<sup>st</sup> National Case Writing Workshop (3<sup>rd</sup> Oct.-10<sup>th</sup> October, 2015) at Oaltius Institute of universal studies, Indore and presented a case titled "NEXA"
- Attending 2 days National Seminar held at B.P.L. Govt. P.G. College, Mhow (3<sup>rd</sup> & 4<sup>th</sup> March 2016)

**Dr. Rajeshree Desai****Research experience:**

- a) "Kendriya jila Sahkari Bank Se Labhanvit Krushko Ka Sarvekshan Adhyan (Jila Dhar, M.P. Ke Vishesh Sandarbh Me)" Publish by Naveen Shodh Sansar (An International Multidisciplinary Refereed Journal) Volume II, Issue XIII, Jan. to March 2016, ISSN;2320-8767, E-ISSN:2394-3793, Impact Factor- 1.9411 (2015).
- b) "A Study About Role of Horticulture in the Development of Economy of Jammu and Kashmir" Publish by International Journal for Research in Business, Management and Accounting, Volume 2 Issue 4, April-2016, ISSN No-2455-6114.
- c) "A Study of Empowerment in India" Publish by "Planning of Social Research Journal", Volume III Issue 2, April-2016 (ISSN 2278-2277) Impact Factor-0.945.
- d) "Effects of Advertising on Youth(Age group of 12-18 years) Publish by National Seminar on Make in India(Revolutionary Project): Prospects & Challenges, Vol.-I, ISBN:978-93-84044-87-9, March-2016.

**Dr. Bhoomi Sitlani****Research experience:**

- Presented paper titled " Paradigm Shift in Economy, Rise in Income Level and Financial Risk Tolerance of Academicians; A Study" at III International Conference on Paradigm Shift and Innovation in Design, Art, Education, Commerce and Management organized by SDPS Women's College during 19- 20<sup>th</sup> Feb. 2016.
- Presented paper at National Conference sponsored by Higher Education Department, Govt. of M.P. on Make in India (A Revolutionary Project): Opportunities and Challenges, organized by Bherulal Patidar Govt. P.G. College, Mhow, during 03- 04 March 2016.
- Attended Seven Days Faculty Development Program organized by Govindaram Seksaria Institute of Management and Research during 18<sup>th</sup> - 24<sup>th</sup> September, 2015.
- Attending 2 days National Seminar held at B.P.L. Govt. J.G. College, Mhow (3<sup>rd</sup> & 4<sup>th</sup> March 2016)

**Mrs. Kratika Neema****Research experience:**

- Ms. Kratika Neema, "A Comparative study of e-Governance services provided by Indore and Ahmedabad Municipal Corporation to public sector", METeriod, International Journal of Management & Research, MET's Bhujbal Knowledge City, Institute of Management, Mumbai Educational Trust's, Volume II, January 2016, ISSN (Print): 2394-6423, pp. 17-28.
- Ms. Kratika Neema, "e- HRM practices in Banking Sector: A comparative Study with reference to Indore City" Altius Shodh, Journal of Management & Commerce, Vol.3, Issue 1, ISSN 2348-8891, pp. 517-536, May- 2016.
- Ms. Kratika Neema, Case study on "Pacakaging Bazar " Altius Shodh, Journal of Management & Commerce, Vol.2, Issue 2, ISSN 2348-8891, pp. 59-61, Feb.- 2016.

3. अन्तराष्ट्रीय शोध संदर्भ जर्नल पुस्तको का प्रकाशन :- Nil

8. अन्य विवरण (संक्षेप मे) :- Nil

1. Na  
2. Na  
3. No

4. No

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5. No

S. No.	
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2.	M (F)
3.	M M (F)
4.	M R M (F)
5.	M A (F)
6.	M (F)

## परिशिष्ट-1.23

- 1- अध्ययनशाला का नाम : वाणिज्य अध्ययनशाला, देवी अहिल्या विश्वविद्यालय, इन्दौर  
 2- विभागाध्यक्ष/निदेशक का नाम : डॉ प्रीति सिंह  
 3- छात्र संख्या कक्षावार :

स.क	पाठ्यक्रम का नाम	सेमेस्टर	छात्र संख्या
01	Ph.D. (Commerce)	--	--
02	M.Phil (commerce)	I Semester	
03	M.Phil (commerce)	III Semester	20
04	M.com (Account & Finance Control)	I Semester	02
05	M.com (Account & Finance Control)	III Semester	22
06	MBA (FT) 2 Yrs.	I Semester	42
07	MBA (FT) 2 Yrs.	III Semester	52
08	MBA (FT) 5 Yrs.	I Semester	131
09	MBA (FT) 5 Yrs.	III Semester	121
10	MBA (FT) 5 Yrs.	V Semester	105
11	MBA (FT) 5 Yrs.	VII Semester	55
12	MBA (FT) 5 Yrs.	IX Semester	10
13	B.com (Account & Tax Management)	I Semester	128
14	B.com (Account & Tax Management)	III Semester	122
15	B.com (Account & Tax Management)	V Semester	119
		<b>TOTAL</b>	<b>929</b>

- 4- संवर्गानुसार शिक्षक संख्या :- 59 दिवस संविदा आधार पर 04 संविदा शिक्षक।  
 5- अध्ययनशाला द्वारा संचालित शैक्षणिक पाठ्यक्रम के संबंध में संक्षिप्त विवरण।

स.क	पाठ्यक्रम का नाम	उपाधि/डिप्लोमा	अवधि/प्रवेश के लिए न्यूनतम अर्हताएं	अन्य आवश्यक विवरण
01	M.Phil (commerce)	उपाधि	M.Com with 55%	DET
02	M.com (Account & Finance Control)	उपाधि	Graduation in commerce/science with 50%	CET
03	M.com (Banking Mgt.)	उपाधि	Graduation in commerce/science with 50%	CET
04	MBA (FT) 2 Yrs.	उपाधि	Graduation in any stream with 50%	CET
05	MBA (FT) 5 Yrs.	उपाधि	12 <sup>th</sup> in any stream with 50%	CET
06	B.com (Account & Tax Management)	उपाधि	12 <sup>th</sup> in Commerce/Science with 50%	CET

- 6- वर्ष भर में सम्पन्न अध्ययनशाला/संस्थान की सर्वाधिक महत्वपूर्ण गतिविधि संक्षेप में।

Every year our department organizes inter-sports competition named as "Spardha" in extra curriculum activities for students. In which various indoor-outdoor sports are arranged by sports committee. Such as :

- Volley ball
- Table tennis
- Cricket
- Badminton
- Chess

- 7- प्रारंभ किये गये पाठ्यक्रम :- निरंक  
8- राष्ट्रीय सम्मेलन/वर्कशॉप में शिक्षकों की सहभागिता :-

**Dr. Preeti Singh, Head School of Commerce, D.A.V.V., Indore.**

Research experience : (16 yrs)

Thesis Guided : 06

Thesis Work ( In Process ) : 08

Research Papers Published

- 1) Study of Factors Responsible for Shrinkage in Organized Retail Industry: A Literature Review, published on Jan/2017, Volume 1, Issue 1, Pages 497-502, Excel India Publishers.
- 2) Retail Shrinkage – Problems & Prevention (July 6, 2017), Volume 2, Excel India Publishers.
- 3) Importance of Tourism Value Chain Analysis System (VCAS) towards Pro-Poor Tourism Development in Madhya Pradesh Region, published in Research Journal of Management Sciences, An international peer reviewed monthly journal ISSN:2319-1171
- 4) A Study of value education in tourism commerce industry, published in International Conference May 2017, Volume 5, Excel India Publishers.
- 5) Women in the Boardroom and their impact on e-governance, MLB Govt. girls college Bhopal, Published in National Conference March 2016.
- 6) Perception of ecotourism in state of MP, published in third International Conference, Maharaja Ranjeet Singh College, Indore, 11 Sep'2016
- 7) Perception Of Customers Towards Mobile Internet Marketing In Kashmir- An Analysis, published in third International Conference, Maharaja Ranjeet Singh College, Indore, 11 Sep'2016.
- 8) A study on Developments in inclusive growth and Role of Small Enterprises, published in third International Conference, Maharaja Ranjeet Singh College, Indore, 11 Sep'2016.
- 9) Market Segmentation & Consumer Behaviour, published in International Conference May 2017, Volume 5, Excel India Publishers.

**Dr. Rajeshri Desai**

Research Papers Published

1. "A Study About Role of Horticulture in the Development of Economy of Jammu and Kashmir" Publish by International Journal for Research in Business, Management and Accounting, Volume 2 Issue 4, April-2016, ISSN No-2455-6114.
2. "A Study of Empowerment in India" Publish by "Planning of Social Research Journal", Volume III Issue 2, April-2016 (ISSN 2278-2277) Impact Factor-0.945.
3. "Effects of Advertising on Youth (Age group of 12-18 years) Publish by National Seminar on Make in India (Revolutionary Project): Prospects & Challenges, Vol.-I, ISBN:978-93-84044-87-9, March-2016.
4. "A Comparative Study of Current Scenario in Online Marketing and Offline Marketing" Publish by "The International Research Journal of Social Sciences & Humanities", Vol.5 (10) Oct(2016) (ISSN 2320-4702) Impact Factor-1.002.
5. "Consumer's perception towards purchasing decision of Laptops for specification in District Indore" Published in Sanskruti International Multidisciplinary Research Journal (SIMRJ), Volume II, Issue III, Jan to March 2017, E-ISSN:2455-1511, Impact Factor-2.125.
6. "A Comparative Study of Soft Drink and Fruit Juices" Published in Vidhyawarta Interdisciplinary Multilingual Referred Journal, Vol-I, Issue 18.1, April to June 2017, MAH/MUL/03051/2012, ISSN:2319 9318, Impact Factor-4.014 (IIJIF).
7. "To Study the Affect of Advertisement on Consumer Buying Behavior" Published in Sanskruti International Multidisciplinary Research Journal (SIMRJ), Vol.II, Issue-IV, April to June 2017, ISSN: 2455-1511, Impact Factor-2.425.
8. "A Study on Mahila Sahkari Banko Dwara Mahilao ka Arthik Awam Samajik Vikas" Published in Sanskruti International Multidisciplinary Research Journal (SIMRJ), Vol.II, Issue-IV, April to June 2017, ISSN:2455-1511, Impact Factor-2.425.

Dr. Shailendra Mishra**Research Papers Published**

1. Paper Published on "म.प्र. वित्त निगम द्वारा प्रदत्त औद्योगिक ऋणों का तुलनात्मक अध्ययन (इन्दौर जिले के संदर्भ में)" In an International multidisciplinary Refereed E- Journal, (April to June. 2016) With Impact Factor 1.9411(2015) with ISSN: 2394-3793, RNI No. – MPHIN/2013/60638
2. Paper published on "Effect of economic development in area of environmental pollution" in National research seminar dated 9 & 10 September 2016 at Govt. Girls college Badwani (M.P.) with ISSN 2395-2512 (A Multidisciplinary research journal)
3. Paper published on " औद्योगिक विकास तथा पर्यावरण संरक्षण " in National research seminar dated 9 & 10 September 2016 at Govt. Girls college Badwani (M.P.) with ISSN 2395-2512 (A Multidisciplinary research journal)
4. Paper published on " विभिन्न सरकारी योजनाएँ एवं विकास " in National research seminar dated 9 & 10 September 2016 at Govt. Girls college Badwani (M.P.) with ISSN 2395-2512 (A Multidisciplinary research journal)
5. Paper Published on "म.प्र. वित्त निगम की ऋणनीति का अध्ययन-इन्दौर जिले के संदर्भ में वर्ष 2005 से 2010 तक" In Interdisciplinary Multilingual Refereed Journal, Vol. 6 (Oct. to Dec. 2016) Issue -16 with Impact Factor 4.014(IJIF) of MAHMUL/03051/2012 with ISSN: 2319 9318
6. Paper Published on "म.प्र. वित्त निगम की ऋणों वितरण से पूर्व एवं पश्चात् की औपचारिकताओं का अध्ययन (वर्ष 2006 से 2010 तक)" In an International multidisciplinary Refereed (October to December 2016) With Impact Factor 1.9411(2015) with ISSN: 2320-8767, RNI No. – MPHIN/2013/60638. Volume II, Issue XVI
7. Paper Published on "A Comparative study of services provided by Flip-Kart and Snap-deal" in Interdisciplinary Multilingual Refereed Journal , Vol. 2 (Jan. to March. 2017) Issue -17 with Impact Factor 4.014(IJIF) of MAHMUL/03051/2012 with ISSN: 2319 9318
8. Paper Published on "इन्टरनेट बैंकिंग से उपभोक्ताओं की समस्याएँ पर एक अध्ययन" in Interdisciplinary Multilingual Refereed Journal , Vol. 3 (Jan. to March. 2017) Issue -17 with Impact Factor 4.014(IJIF) of MAHMUL/03051/2012 with ISSN: 2319 9318
9. Paper Published on "स्वयं सहायता समूह की महिलाओं में समस्याओं एवं अवसरों पर एक अध्ययन" in Interdisciplinary Multilingual Refereed Journal , Vol. 8 (Jan. to March. 2017) Issue -17 with Impact Factor 4.014(IJIF) of MAHMUL/03051/2012 with ISSN: 2319 9318
10. Paper Published on "A study of awareness about online shopping among housewives & working women" in Interdisciplinary Multilingual Refereed Journal , Vol. 7 (Jan. to March. 2017) Issue -17 with Impact Factor 4.014(IJIF) of MAHMUL/03051/2012 with ISSN: 2319 9318
11. Paper Published on " A study on patient satisfaction and perception towards health care facilities with special reference to Jammu and Kashmir" in Journal of Emerging Technologies and innovative research (JETIR1703005), Vol.4, Issue 03 (March-2017) with ISSN-2349-5162
12. Paper Published on "A Study about area and production of Apple in Jammu and Kashmir" in International Journal for research of IJR (International Journal for Research in Agricultural and food science) , Volume-3 Issue-4 April,2017 with ISSN:2455-6114.

Events and Activities Details :

(I) DAY 1 : Expert Talk was conducted during the conduct of Corporate Conclave, which was a two day event (March 23-24, 2016), the first day was a **CORPORATE SEMINAR DAY** which was honored by the following guest and keynote speakers:

- DR. NARENDRA DHAKAD, HON'BLE VICE CHANCELLOR
- PROF. RAMESH MANGAL, FOUNDER DIRECTOR OF SCHOOL OF COMMERCE, DAVV
- MR. HEMANT MEHTANI, DIRECTOR, HINDUSTAN COPPER LTD.
- MR. AJIT NARANG, PRESIDENT, MALWA CHAMBER OF COMMERCE
- CA MANOJ JOSHI
- CS DEEPTI SHARMA
- CA GHAZAFFAR ALAM

The sessions kick started by 1230 hrs after the inauguration and the speakers shared their experiences and resolved the queries raised by the students. After the introductory seminars, the keynote speaker and guests had lunch with the students, faculty members, HOD Dr. Preeti Singh and Hon'ble Vice Chancellor Prof.N.Dhakad at INDIAN COFFEE HOUSE (DAVV CAMPUS) After the lunch break parallel seminars were conducted by the Keynote speakers on concerned topics in various batches of students who all showed their interest in the convocation and came up with their ideas and queries. The seminars came to an end at 1700 hrs and all the guests, faculties and students were served refreshments. After the conclusion of seminars the delegates were felicitated by the HEAD (School of Commerce, DAVV), CONVENOR, CO-CONVENOR and THE CORE COMMITTEE MEMBERS with a token of remembrance and it was called a day then after.

**DAY- 2 :** For the day 2 of the corporate conclave, several industries were listed and approached to provide students with an industrial visit and have live experience of management on an industrial level. Following are the listed companies which were visited on 24/04/17 :

1. ICD Dhannad
2. SAFEX Ltd.
3. Metal Profiles
4. PratiBha Syntex

**(II) Digital Dakiya :** School of Commerce, DAVV actively participated and conducted corporate social activity project named as Digital Dakiya on Jan 2017 , under the supervision of Dr.Preeti Singh, HOD, SOC, DAVV. This project was given to the department by Mr.Akash Tripathi , collector, indore , Ms.Mala Singh Thakur and Mr.Vikas Singh. Mr. Jayant Malaiya, Minister of Commerce, Industry and Employment, Housing & Environment Govt. of M.P. inaugurated the launch of Digital Dakiya Project .

**(III) SAUFEST 2017 DAVV:** School of Commerce, DAVV actively participated in SAUFEST 2017 – International Inter Universities event.

**(IV) Participated in DigiDhan Mela on 3Feb'2017 :** School of Commerce, DAVV actively participated in DigiDhan Mela on 3Feb'2017 organized at Dasher Meda, Indore. This DigiDhan Mela was the need of Public response to embrace Digital Payments is on a roll giving a push to make India a less-cash economy and NITI Aayog's move to incentivize digital transactions by the people has paid dividends. 14 lakh people and 77,000 merchants have been rewarded since the launch of the two incentive schemes for Digital Payments – Lucky Grahak Yojana and DigiDhan Vyapar Yojana – on 25th December 2016. As part of the Government initiative in popularizing Digital Payments, DigiDhan Melas are being organized in 100 cities over a period of 100 days. As on 30th March (90th day) the Melas have been held in 26 States and 7 Union Territories. Over 5000 financial institutions have reached 15 lakh citizens through the Melas and at least 16,000 government and private institutions have been declared cashless. The 100 days of the DigiDhan Melas will end with the Mega Draw on April 14th. Melas are planned for Gangtok, Imphal, Haridwar, Nellore among others for the remaining 10 days. Since demonetization, there has been a phenomenal 584 per cent increase (0.3 to 4.5 million) in transactions made through the UPI. In this same period, payments using Adhaar have also seen an unprecedented jump of 1352 per cent (0.7 to 2.7 million). Also, the BHIM App, the UPI payment App launched by the Prime Minister on 30th December 2016, has been downloaded a record 18 million times since its launch. Besides there has been an increase of nearly 13 percent in the number of PoS machines sold since October 2016 indicating that more number of merchants across the country are willingly accepting digital payments. Today around 8 billion transactions take place annually through digital payment methods. The Government is planning to increase this to 25 billion transactions in the current year to bring an end to the shadow economy by reducing black money flowing into the system.

**(v) NSS Program Details :Activity report (NSS) Programme(2016-17)**

1. Swachata Abhiyan dated on 11-07-16 at SOC Campus.
2. Rally & Plantation Programme Dated 17-07-16 From DAVV Takshila to IET DAVV. (World Environment Day)
3. Orientation of Old Students on 08-08-16.
4. Registration of New Students with Garden Activity.
5. Teachers Day & Plantation by 5 Teachers on 05-09-16.
6. Plantation Programme on NSS Day (24<sup>th</sup> Sept).
7. Gandhi Jayanti (Rally and Swachta Abhiyan)
8. Savidhan Diwas dated 30<sup>th</sup> Nov.2016.
9. Yuva Saptah From 12<sup>th</sup> Jan to 18<sup>th</sup> Jan 2017.
10. Seminar on Digital Economy in 7 days Camp
11. Seven Days Camp at Ralamandal from 3<sup>rd</sup> to 9<sup>th</sup> March 2017.



विभाग/संस्थान/अध्ययनशाला द्वारा प्रकाशन एवं अकादमिक गतिविधियों वर्ष (2017-18) 30 जून 2018 की स्थिति में :-

प्रकाशन/अकादमिक गतिविधियाँ	संख्या
<p>जर्नल में प्रकाशित शोध पत्र (इम्पैक्ट फैक्टर दर्शाएँ)</p>	<p><b>Dr. Preeti Singh, Head, School Of Commerce, DAVV, Indore.</b></p> <ol style="list-style-type: none"> <li>1. Repayment of outstanding and NPA of banks in Micro financing to SHGs working in MP, Dr. Preeti Singh, Associate Professor IIPS, DAVV Indore &amp; Ms. Bharti Arya, Research Scholar, IIPS, DAVV.</li> <li>2. A Study Of Effect Of Promotional Strategy On Hospital Performance, Dr. Preeti Singh, Associate Professor IIPS, DAVV Indore., Ms. Shikham Kumrawat, Research Scholar, IIPS, DAVV.</li> <li>3. Loan Outstanding in Micro Finance to SHGs in MP and its effect on NPA of Banks, Dr. Preeti Singh, Associate Professor IIPS, DAVV Indore &amp; Ms. Bharti Arya, Research Scholar, IIPS, DAVV.</li> <li>4. Travel India : International Advertising Programme for promoting Multi-Dimensional Tourism in India. 18 March '16, Mr. Aman Sharma, Dr. Preeti Singh, Associate Professor SOC, DAVV Indore.</li> <li>5. Importance of Tourism Value Education (TVE) in Indian Scenario, 3 March '2017 Published in International Journal of Science &amp; Technology, Mr. Aman Sharma, Dr. Preeti Singh, Associate Professor SOC, DAVV Indore.</li> <li>6. UGC APPROVED JOURNAL, Swadeshi Research Foundation, Jabalpur. Multidisciplinary, Peer Reviewed &amp; Refereed Journal, Title: "IMPACT OF PRICING STRATEGIES ON PATIENTS SATISFACTION IN RURAL AREA", Vol - Nov. 2017, Page No.- 13-17, ISSN : 2394-3580.</li> <li>7. International Conference, 8<sup>th</sup> International Conference-2018 On "Innovative Business Practices For Creating Value In Global Era" at Indore, Organized by: Acropolis Faculty of Management &amp; Research Presented Paper entitled: "A STUDY ABOUT THE EFFECT OF PROMOTIONAL STRATEGY ON HOSPITAL PERFORMANCE", Date: September 28-29, 2018, Page No.-46-48, ISBN No.: 978-81-928573-5-0.</li> <li>8. National Conference, National conference for youth, 2018 On "Entrepreneurship Development: Shaping Innovation through Entrepreneurial Education" at Indore, Organized by: Pioneer Institute of Professional Studies, Presented Paper, entitled: "TO STUDY THE IMPACT OF PRODUCT STRATEGY ON NEW BUSINESS VENTURE WITH SPECIAL REFERENCE TO HEALTHCARE INDUSTRY", Date: September 24, 2018, ISSN No- 0974-8954.</li> </ol> <p><b>Dr. Shailendra Mishra</b></p> <ol style="list-style-type: none"> <li>1. Paper published on "Awareness of BHIM App launched by Government of India (With special reference to UTD campus, DAVV, Indore) with ISSN : 2394-5303 (Impact factor 4.002-IIJIF in In Printing area International interdisciplinary research journal (Issue-35, Vol-05 November 2017).</li> <li>2. Paper published on " Hedge Funds: An Innovation in investment" IMR's Management Research Journal ANVESHAN with ISSN-0976-4186., Vol. V, Issue- 1 January 2018-June 2018.</li> </ol> <p><b>Dr. Rajeshri Desai</b></p> <ol style="list-style-type: none"> <li>1. "Indore Shahar ke Jila Vyapar Aur Udhyog Kendra" se Labhanvint Hitghrahiyo ko Prapt hone wali Aarthick Sahayata ka Mulyankan karna" Published in Vidhyawarta Interdisciplinary Multilingual Referred Journal, Issue-33, Vol-04, September 2017, ISSN:2394 5303, Impact Factor-4.002(IIJIF).</li> <li>2. "Sarkar ki Yojnao Awam Vikas ka Aadhiyan" Published in Vidhyawarta Interdisciplinary Multilingual Referred Journal, Issue 19, Vol-05 July to Sept. 2017, MAH/MUL/03051/2012, ISSN:23 19 9318, Impact Factor-4.014(IIJIF).</li> <li>3. "To Study the Affect of Advertisement on Consumer Buying Behavior" Published in Vidhyawarta Interdisciplinary Multilingual Referred Journal, Issue 31, Vol-06 July 2017, ISSN: 2394 5303 Impact Factor-4.002(IIJIF).</li> <li>4. "To Study the Affect of Advertisement on Consumer Buying Behaviour" Published in Sanskruti International Multidisciplinary Research Journal (SIMRJ), Volume II, Issue IV, May-July 2017, ISSN:2455-1511, Impact Factor-2.125.</li> </ol>



	5. "Mahila Sahkari Banko Dwara Mahilao ka Arthick Awam Samajik Vikas: Ek Adhiyan (Subh Laxmi Mahila Sahkari Bank Awam Swayam Sidh Mahila Sahkari Bank, {Indore Nagar ke Sandharbh me} Published in Sanskruti International Multidisciplinary Research Journal(SIMRJ), Volume II, Issue IV May-July 2017, ISSN:2455-1511, Impact Factor-2.125.
	6. "A Comparative Study of Soft Drink and Fruit Juices" Published in Vidhyawarta Interdisciplinary Multilingual Referred Journal, Vol-I, Issue 18.1, April to June 2017, MAH/MUL/03051/2012, ISSN:2319 9318, Impact Factor-4.014(IJIF).
पुस्तकों में लेख	Nil
पुस्तक लेखन	Nil
पुस्तक सम्पादन	Nil
मोनोग्राफ	Nil
पेटेन्ट्स	Nil
कान्फ्रेंस/सेमिनार लेख प्रस्तुतीकरण	Nil
कान्फ्रेंस/सेमिनार का आयोजन	Nil
वर्कशाप/एकेडमिक स्टाॅफ कॉलेज में उपस्थिति	Nil
वर्कशाप का आयोजन	01
अतिथि व्याख्यान प्रस्तुति	Nil
अतिथि व्याख्यान आयोजन	
कान्फ्रेंस में अध्यक्षता	Nil
अन्य कोई विवरण	Nil

नोट :- यूटीडी द्वारा महत्वपूर्ण गतिविधियों से सम्बन्धित दो फोटोग्राफ भी भेजे जाएँ ।

विभाग/संस्थान/अध्ययनशाला के शिक्षकों एवं विद्यार्थियों द्वारा वर्ष (2017-18) में प्राप्त पुरस्कार/फेलोशिप एवं अन्य महत्वपूर्ण संस्थाओं से प्राप्त पदक 30 जून, 2018 की स्थिति में :-

स.क्र.	अवार्ड/पुरस्कार/फैलोशिप/महत्वपूर्ण संस्थाओं प्राप्त पदक	शिक्षक/विद्यार्थी का नाम
-	-	-

- वर्ष 2017-18 में विभाग/संस्थान/अध्ययनशाला में प्रारम्भ किये गये नए पाठ्यक्रम की जानकारी 30 जून, 2018 की स्थिति में :- Nil

- विभाग द्वारा की गई प्लेसमेंट गतिविधियों का संक्षिप्त विवरण :-

- वर्ष 2017-18 में अन्य महत्वपूर्ण गतिविधियों का विवरण 30 जून, 2018 की स्थिति में :-

1. Conducted Womens Entrepreneurship Meet - 19/11/2016

Keynote Speakers:

- Padma Shri Janak Palta McGilligan
  - Mr.Parikipandla Narhari , Collector, Indore
  - Prof.Vrinda Tokekar
2. In house class brand bazar -21/11/16
3. Establishment of GYAN KUND SEMINAR HALL and GYAN SADHNA AUDITORIUM --22/11/16
- GYAN KUND SEMINAR HALL dedicated to ABDUL KALAM SEMINAR HALL
  - SADHNA AUDITORIUM Dedicated to SWAMI VEVEKANANDA AUDITORIUM

EXPERT TALK of Prof. Ramesh Mangal and CA Manoj Joshi conducted on 22/11/16 Theme :

Demonisation

4. Expert talk of Mr.Harish Sharma 15/12/16

5. Expert talk of Mr.Yusuf 16/12/16

6. Workshop on mera mobile mera batua ...17/12/16 by MR.vikas singh

7. Seminar on Digital Dakiya ----Mr.Vikas Singh 19/12/16

8. Group Discussion ---17/12/16 :- Importance of Digital payment system

9. Training on Digital Dakiya on 3/1/17 with Ms.Mala Singh and Mr.Vikas Singh, AICTSL OFFICE.

10. 14/1/2017 ...LAUNCH OF DIGITAL DAKIYA

11. 21/1/17....SWACH BHARAT ABHIYAN AND PLANTATION

12. 22/1/17 ...TRAINING PROGRAMS DIGITAL DAKIYA

13. EXPERT TALK on SANKALP SERIES 91.. BLACK RIBBIN INITIATIVE BY mr.varun Kapoor(IPS),Director,prts,indore4, Additional Director General of Police( ADGP), Police radio training school(PRTS)..21/11/17 - CYBER SECURITY AND CYBER CRIME

14. Conducted Workshop on Logistics Operation of Goods in Transit by Mr. Yusuf from Akbar Travels, Indore.