

CENTRAL UNIVERSITY OF KERALA
Kasaragod

School of Education

PANDIT MADAN MOHAN MALAVIYA NATIONAL
MISSION ON TEACHERS AND TEACHING (PMMNTT)
CENTER FOR CURRICULUM RESEARCH, POLICY &
EDUCATIONAL DEVELOPMENT (CCRPED)



FIVE DAY E-WORKSHOP
(VIRTUAL MODE)

On

**DATA AND STATISTICS FOR
SOCIAL SCIENCES :
DATA ANALYSIS TOOLS
(Ph.D. Research Scholars)**

Date

27th October to 31st October, 2020

Time

**Each Day Two Sessions
11.00 am to 12.30 pm
&
2.30 pm to 4.00 pm**



Report on
FIVE DAY E-WORKSHOP (VIRTUAL MODE)
On

DATA AND STATISTICS FOR SOCIAL SCIENCES: DATA ANALYSIS TOOLS
(For Ph.D Research Scholars)
27/10/2020 to 31/10/2020

Introduction

The institutions of higher learning in India are facing a crucial challenge in creating, nurturing and maintaining the level of quality research, especially in social science. The need of the hour is to develop a sound methodological base of research among the budding educationists and researchers to cope up with future challenges. A good research methodology is the key to sound research output. To operationalize this vision, there is a need to train, reorient and reactivate the research scholars in the social science discipline on research methodology. With this broad objective of empowering research scholars, a five-day e-workshop on Data and Statistics for Social Sciences: Data Analysis Tools was organized.

About the workshop

A five-day e-workshop on Data and Statistics for Social Sciences: Data Analysis Tools was organized by the Department of Education, Central University of Kerala under PMMMNTT scheme from 27/10/2020 to 31/10/2020. The workshop started with an inaugural session presided over by Prof Amruth G Kumar (Head of the Department of Education & Project Head of PMMMNTT, Central University of Kerala) and the programme was inaugurated by Prof. Muhammedenunni Elias Mustafa, (Dean of School of Education, Central University of Kerala). Former Dean and the Head of the Department of Education, Prof. K P Suresh felicitated the virtual event. Dr.K Thaiygu (Assistant professor, Department of Education Central University of Kerala) organizing secretary of the workshop offered the welcome address and Dr Vanitha C (Assistant Professor, Department of Education, CUK) delivered the vote of thanks for the inaugural session.

The E- workshop has two sessions in each day (1) from 11.00 AM to 12.30 PM and (2) 3.00 PM to 4.00 PM. The main focus of the workshop was to provide hands-on experience for data analysis using different data analysis tools such as Excel, SPSS, BlueSky Statistics, JAMOVİ & JASP. 60 selected Full-time PhD research scholars from all over India were the participants of the workshop. To ensure the engagement of the participants and to evaluate their learned knowledge, online quizzes and assignments were given for each day. Google Classroom

and Google meet were the two digital platforms utilized for this virtual workshop. The learning materials for future reference were also shared via Google Classroom.

Major Takeaways of the Workshop

Session	1 & 2
Resource Person	Prof. B. Raja Shekhar, Pro-VC II & Professor School of Management Studies, The University of Hyderabad
Date & Time	27/10/2020 11.00 am to 12.30 pm & 3.00 pm to 4.30 pm
Topic	Data Analysis Using Microsoft Excel
Highlights of the Session	This session dealt with basic data analysis practices by using Microsoft Excel. The morning session covered a couple of univariate analysis and measures of central tendency of a given set of data. In the afternoon, the session focused on various descriptive statistical analyses in the excel sheet. Practice by the participants parallel to the online demonstration by the resource person made the session more productive.
Session	3
Resource Person	Dr K Thiyagu Assistant Professor Department of Education Central University of Kerala
Date & Time	28/10/2020 11.00 am to 1.00 pm
Topic	IBM SPSS(Descriptive Statistics)
Highlights of the Session	The session provided an overview of IBM SPSS. The session covered the procedure of inserting the datasheet into an SPSS program file. Creating basic knowledge about parametric and non-parametric tests, and checking normality of a data set were the major focus of the session. The session also dealt with one-sample t-test and its assumptions. Virtual demonstration and formative evaluation through quizzes made the session more interactive.
Session	4
Resource Person	Dr V.P Joshith Assistant Professor Department of Education Central University of Kerala
Date & Time	28/10/2020 3.00 pm to 4.30 pm
Topic	IBM SPSS (t-test- Independent and paired sample t-test)

Highlights of the Session	The session gave an outline of 't' tests and its assumptions. It provided a virtual demonstration of analysis of independent and paired sample 't' tests. The basic guidelines for interpreting test results in SPSS for research report writing was the major high point of the session. A clear and brief explanation of theoretical constructs behind each statistical analysis made the session more interesting.
Session	5
Resource Person	Dr K Thiyagu Assistant Professor Department of Education Central University of Kerala
Date & Time	29/10/2020 11.00 am to 1.00 pm
Topic	IBM SPSS ANOVA and ANCOVA
Highlights of the Session	The session started with a brief explanation of different types of variables in statistical analysis. The session also provided a brief description of the concepts ANOVA, ANCOVA, MANOVA and MANCOVA tests and its assumptions. Hand-on training in SPSS was ensured for all the participants during the online demonstration. The session was more interactive and participants expressed their satisfaction with the experience.
Session	6
Resource Person	Dr V.P Joshith Assistant Professor Department of Education Central University of Kerala
Date & Time	29/10/2020 3.00 pm to 4.30 pm
Topic	Linear and Multiple Regression
Highlights of the Session	The session started with an introductory note on correlation and regression. The session covered linear and multiple regression analysis, and their assumptions. Further, the session provided an insight to the concept R, R^2 and other 'values' in the Test results. Virtual demonstration of using IBM SPSS and Excel applications were ensured. This interactive session concerning to the interpretation and reporting of output helped the participants to clarify their doubts in detail.
Session	7
Resource Person	Dr K Thiyagu Assistant Professor Department of Education Central University of Kerala
Date & Time	30/10/2020 11.00am to 1.00 pm
Topic	IBM SPSS Factor Analysis

Highlights of the Session	The session started with an insight into the relationship and the distinction between correlation and regression, and between regression and ANOVA. Factor analysis was the key highlight of the session. Theoretical background and the procedures followed in doing factor analysis in IBM SPSS virtually demonstrated in this session. Online quizzes and interaction with the resource person made the session more informative and insightful.
Session	8
Resource Person	Dr P Murugan Assistant Professor School of Management Studies University of Hyderabad
Date & Time	30/10/2020 3.00 am to 4.00 pm
Topic	BLUESKY, JAMOVI & JASP
Highlights of the Session	The session created awareness about a few open-source software packages available for statistical analysis. The session helped to understand how to install them in PC and what is embedded within each software packages. The session provided a general overview of open source software packages like BLUESKY, JAMOVI and JASP. Participants of the workshop were actively engaged in the session since it is novel information to many. Demonstration by the resource person about the features of the software made the session more effective.
Session	9 & 10
Resource Person	Dr P Murugan Assistant Professor School of Management Studies University of Hyderabad
Date & Time	31/10/2020 11.00am to 12.30pm & 3.00pm to 4.00pm
Topic	AMOS I & AMOS II
Highlights of the Session	The morning session delivered an outline of the conceptual foundation of the Structural Equation Model and how it is different from the regression analysis. The session provided the general guidelines for conducting SEM analysis by using AMOS. In the afternoon session, online demonstration of the basic features of AMOS statistical package and a Structural Equation Model analysis was done focusing on confirmatory factor analysis. Reporting of test results was also explained in this session. Participants were highly benefited out of it.

Valedictory Session

The valedictory session of the five days E workshop was held on 31/10/2020 at 4.30 pm. Dr K Thiyagu (Assistant Professor, Department of Education, Central University of Kerala) organizing secretary of the E workshop presided over the function. Dr Mary Vineetha Thomas (Assistant Professor, Department of Education, Central University of Kerala) offered the welcome address. Prof K P Suresh (Former Dean and Head of Department of Education, Central University of Kerala) delivered the valedictory note. Participants' feedback was collected and recorded after the valedictory speech. Dr.K Thiaygu (Assistant professor, Department of Education CUK) organizing secretary of the workshop expressed vote of thanks. The entire event wrapped up around 5.00 pm.

Conclusion

The e workshop was coordinated with the support of faculty members of the department of education, central university of Kerala and the scheme of PMMMNTT. All the sessions have got a wonderful response from the participants. The enthusiastic involvement of all the resource persons and participants throughout the session made the e-workshop a successful event. Effective use of a couple of web 2.0 tools for disseminating the knowledge created entertainment for the participants. Exploration of new platforms for statistical analysis and their methodological applications were the key takeaways of the workshop. Through this, the sole objective of the workshop has been attained and it certainly helped to generate a new and emerging research culture among the participants.

Jai Hind

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COPING WITH PANDEMIC SITUATIONS:
ONLINE TRAINING
ON LIFE SKILLS, COUNSELLING & MENTORING

5th to 25th August 2020

Timing (Each Day)
3.PM to 5.30 PM



Prof. (Dr.) G. Gopa kumar
 Vice Chancellor



Prof. (Dr.) K. Jayaprasad
 Pro-Vice Chancellor



Dr. Radhakrishnan Nair
 Registrar, CU Kerala



CENTRAL UNIVERSITY OF KERALA
School of Education
CENTRE FOR LIFE SKILLS EDUCATION



Prof. (Dr.) Shukkar Sheshadri
 NBKHS, Bengaluru



Dr. M.K. Sridhar
 Ret. Professor, CBMM



Dr. Sudha Sood
 New Delhi



Prof. (Dr.) Musthafa
 Dean, SoE, CU Kerala





COPING WITH PANDEMIC SITUATIONS: ONLINE TRAINING ON LIFE SKILLS, COUNSELLING & MENTORING* from 5th to 25th August, 2020.

1 message

Musthafa Education <musthafaedn@cukerala.ac.in>

Sun, Jul 12, 2020 at 4:53

To: "Prof. Gopa Kumar Kumar" <ggkumar@gmail.com>, vicechancellor CUKerala <vicechancellor@cukerala.ac.in>, jayaprasad k <jayaprasadk@cukerala.ac.in>, Pro ViceChancellor <pvc@cukerala.ac.in>, Radhakrishnan Nair <nair.dr@gmail.com>, registrar CUKerala <registrar@cukerala.ac.in>, controller examinations <ce@cukerala.ac.in>, muraleedharan muraleedharan <muraleedharan@cukerala.ac.in>, financeofficer CUKerala <financeofficer@cukerala.ac.in>, Dean CUK <dean@cukerala.ac.in>, HoD CUK <hod@cukerala.ac.in>, Faculty CUKerala <faculty@cukerala.ac.in>, Non Teachign Staff <staff@cukerala.ac.in>

Dear Sir/Madam,

Greetings from Prof. (Dr) M.N. Musthafa, Central University of Kerala

I am very happy to share that the *Centre for Life Skills Education, School of Education, Central University of Kerala* organizes **15 days online training programme on *COPING WITH PANDEMIC SITUATIONS: ONLINE TRAINING ON LIFE SKILLS, COUNSELLING & MENTORING* from 5th to 25th August, 2020.**

I request for your participation and to share the message in your academic circle.

ABOUT THE PROGRAMME

***EXPERTS ***

- *Prof. (Dr.) Sekhar Seshadri, Senior Professor, NIMHANS, Bangalore
- *Dr. A. Radhakrishnan Nair, Registrar, Central University of Kerala
- *Prof. (Dr.) M.N Mohamedunni Alias Mustafa, Professor & Dean, School of Education, Central University of Kerala
- *Dr. P D Nayar, Consultant, WHO-SEARO, New Delhi
- *Dr. Jitendra Nagpal, Head Institute of Mental Health & Life Skills Development Moolchand Medcityl, New Delhi
- *Prof. (Dr.) Sathianathan, Former Professor, Sri Ramachandra Medical College, Chennai
- *Prof. M. K Sridhar, Professor (Retired), Canara Bank School of Management Studies, Bangalore University
- *Dr. Ashok Kumar, Consultant & Lead Trainer in SBCC, New Delhi
- *Dr. Priscilla Sathyanathan, Clinical Psychologist, Chennai
- *Dr. Subhasree, Consultant Psychologist & Asst Professor, MSSW, Chennai
- *Ms. Arthy Bardhan, School Counsellor, New Delhi
- *Ms. Aswini, Psychologist, Bangalore
- *Dr. Sudha Sood, New Delhi
- *Dr. Gauri P. Hardikar, Associate Professor, Mumbai
- *Ms. Sunita Ranjan, Psychologist and Life Skills Coach, Chennai
- *Ms. Aarathi Kamath, Clinical Psychologist, Central University of Kerala

TARGET GROUP

Teachers working in Universities/Colleges

School Teachers (Primary/Secondary and Higher Secondary)

Trainers and Coaches in life skills

Researchers in the field of life skills education

Trainers of Non-government organizations in the area of life skills and counselling

Social activists working in the area of psycho-social development, mental health and well-being

***ELIGIBILITY OF PARTICIPANTS ***

Graduation in any discipline

***REGISTRATION FEE ***

Rs.1000/- per head

***CERTIFICATION ***

Central University of Kerala will issue E - Certificate to all the participants who completed the course and after completing all the assignments and tests which are part of the course.

Course Coordinator

Prof. (Dr.) M.N Mohamedunni Alias Mustafa,
Dean, School of Education and
Coordinator, Centre of Life Skills Education, Central University of Kerala, 9447596952

Asst. Coordinator :

Ms. Aarathi Kamath, Clinical Psychologist, Central University of Kerala

Please click the link to join

<https://forms.gle/LgX2oXnevG381UCQ9>

This training programme envisages to enable the participants to face the psychosocial challenges effectively during COVID-19 like pandemic situations and sensitize the participants in life skills to use it as a tool to address the psycho-social and mental health issues. It also aims to strengthen the counseling skills of the participants to guide the students and other stakeholders to enhance their mental health and well-being and develop the mentoring skills of the participants to handle their students during the online education regime

Thanking you

Sincerely,

Dr Musthafa.



Reply

Forward

with regards...

Prof. (Dr) M.N.Mohamedunni Alias Musthafa
M.Sc.(Zoology), M.Sc. (Psychology) M.A. (Sociology), M.Ed., Ph.D.
Professor and Dean, School of Education
Director, IQAC
Coordinator, Centre for Life Skills Education
Coordinator, National Resource Centre
Central University of Kerala,
Periyar, Kasaragod-671320
Mobile: 09447596952

musthafaedn@gmail.com
musthafaedn@cukerala.ac.in





केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA

Organised by
CENTRE FOR WOMEN'S STUDIES

In collaboration with
E SREEDHARAN CENTRE FOR LIFE SKILLS EDUCATION



Date and Time
16 December 2020

11 am – 1 pm (IST)
4.30 pm – 6.30 pm
(Melbourne VIC, Australia)

International Webinar Series on

WOMEN & DEVELOPMENT

INAUGURATION



PROF. H. VENKATESHWARLU
VICE CHANCELLOR
CENTRAL UNIVERSITY OF
KERALA

KEYNOTE ADDRESS



PROF. R. INDIRA
FORMER PRESIDENT
INDIAN SOCIOLOGICAL SOCIETY
FORMER PROFESSOR
DEPARTMENT OF SOCIOLOGY,
UNIVERSITY OF MYSORE

SPEAKER



DR. ELEANOR GORDON
SENIOR LECTURER IN
POLITICS AND INTERNATIONAL
RELATIONS
MONASH UNIVERSITY

WOMEN IN CONFLICT AND PEACE BUILDING

COORDINATOR :

MS. JAYALAKSHMI RAJEEV, MEMBER, ADVISORY COMMITTEE,
CENTRE FOR WOMEN'S STUDIES

JOINT COORDINATOR : DR. ASHA S, MEMBER, EXECUTIVE COMMITTEE,

E SREEDHARAN CENTRE FOR LIFE SKILLS EDUCATION

Registration link

<https://forms.gle/FygQspMK9VAsUGmU6>

*Scan the QR code
to register*





केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA

Organised by
CENTRE FOR WOMEN'S STUDIES

In collaboration with
E SREEDHARAN CENTRE FOR LIFE SKILLS EDUCATION



Date and Time
14 Jan 2021
3 PM to 4 PM



Scan the QR Code
to Register

Prof. M N Mohamedunni Alias Musthafa, Director, E Sreedharan Centre for Life Skills Education
Dr. Supriya P, Coordinator, Centre for Women's Studies

International Webinar Series on **WOMEN & DEVELOPMENT**

SPEAKER

LECTURE #2



Dr. VIBHUTI PATEL

FORMER PROFESSOR, ADVANCED CENTRE FOR
WOMEN'S STUDIES,
SCHOOL OF DEVELOPMENT STUDIES,
TATA INSTITUTE OF SOCIAL SCIENCES, MUMBAI

Women's Contribution in the Economy: Scope and Challenges

Coordinator: Dr. Chithra Manisseri, Member, Advisory Committee,
Centre for Women's studies
Joint Coordinator: Dr. Laxmi, Deputy Director,
E Sreedharan Centre for Life Skills Education

Registration link:
<https://docs.google.com/forms/d/e/1FAIpQLSfNuqaqNQ0XuX9wJYdURwGs7iVC2ZMVvUldvem4X3ZXa5tY7Q/viewform>

Contact us: cws@cukerala.ac.in mchithra@cukerala.ac.in



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA

Organised by
CENTRE FOR WOMEN'S STUDIES

In collaboration with
E SREEDHARAN CENTRE FOR LIFE SKILLS EDUCATION



28 JANUARY 2021
from 4 PM - 5PM



Scan the QR Code
to Register

International Webinar Series on

WOMEN & DEVELOPMENT

RESOURCE PERSON



S IRUDAYA RAJAN
PROFESSOR
CENTRE FOR DEVELOPMENT STUDIES
THIRUVANANTHAPURAM
KERALA

Issues of elderly women in India

Coordinator: **Dr. R Aswati Nair**, Member, Advisory Committee
Centre for Women's Studies

Joint Coordinator : **Dr. Seema Chandran**, Member, Executive Committee
E Sreedharan Centre for Life Skills Education

Registration link:
<https://docs.google.com/forms/d/1Uwt-FLedaKnn3d7uFA6OqKi-i6wf-gZEf8UXcV3I3eVs/edit>

Contact us: cws@cukerala.ac.in aswati@cukerala.ac.in



केरल केंद्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA

Induction Programme 2020-21



Prof. H. Venkateshwarlu
Hon'ble Vice Chancellor, CU Kerala

16th November, 2020 - 19th November, 2020
(by Online Mode)

Day – 1 (16-11-2020)

Inaugural Session

Time: 10:30 AM to 12:30 PM

- Welcome Address : **Dr. Ramachandran Kotharambath**
Deputy Nodal Officer, CUCET – 2020
- Presidential Address : **Prof. M. R. Biju**
Dean, Academic, CU Kerala
- Inauguration : **Prof. H. Venkateshwarlu**
Hon'ble Vice Chancellor, CU Kerala
- Felicitations/ Messages: **Dr. M. Muralidharan Nambiar**
Registrar i/c & Controller of Examinations,
CU Kerala – Overall Activities & Examinations
- Prof. K. Arun Kumar**
Dean, Student's Welfare, CU Kerala – Matters related to Students
- Dr. Mohan A. K.**
Director, Dr. APJ Abdul Kalam Centre for Extension Activities,
CU Kerala – Anti-Ragging Cell, Mandatory Cells, Extension Activities
- Dr. Rajesh R.**
Chairman, ICT Division – e-Learning Platform
- Dr. P. Senthilkumaran**
Deputy Librarian, CU Kerala – Library Affairs
- Dr. Ranjith Kumavath**
NSS Programme Co-Ordinator, CU Kerala – NSS Activities
- Dr. Arathy R. Nair**
Medical Officer, CU Kerala – Medical Facilities
- Vote of Thanks : **Dr. Rajendra Pilankatta**
Director of Research, CU Kerala

Link

<https://zoom.us/j/93891014970?pwd=YldZQitOQnc1VXRWeXY3aVltZ1QvZz09>
OR using the ID 938 9101 4970-PIN 12345678

Day – 2 (17-11-2020)

Life Skills

Time: 10:30 AM to 01:30 PM

- Introductory Remarks : **Prof. (Dr.) M. N. Mohamedunni Alias Musthafa**
Dean, School of Education & Director,
E. Sreedharan Centre for Life Skills Education, CU Kerala
- Session 1 : **Ms. Priya**
Personality Development Coach, IRA
Topic: Self Esteem, Self Confidence and Goal Setting
- Session 2 : **Ms. Lakshmi**
Soft Skill Trainer, IRA
Topic: Importance of Interpersonal Skills
- Vote of Thanks : **Dr. K. Thiyaagu**
Joint Director, E. Sreedharan Centre for Life Skills Education, CU Kerala

Link

<https://zoom.us/j/93891014970?pwd=YldZQitOQnc1VXRWeXY3aVltZ1QvZz09>
OR using the ID 938 9101 4970-PIN 12345678

Day – 3 (18-11-2020)
Language Skills
Time: 10:30 AM to 01:30 PM

- Welcome Address : **Dr. Asha S.**
Asst. Professor, Department of English &
Comparative Literature, CU Kerala
- Introduction of the Theme : **Dr. Joseph Koyippally**
Associate Professor & Head, Department of English &
Comparative Literature, CU Kerala
- Session 1 : **Ms. Lakshmi**
Soft Skill Trainer, IRA
*Topic: Importance of Communication Skills,
Presentation Skills and Voice Modulation*
- Session 2 : **Ms. Priya**
Coach, IRA
Topic: Importance of Language, Communication Skills
- Vote of Thanks : **Dr. Chandrabose R.**
Asst. Professor, Department of Malayalam, CU Kerala

Link

<https://zoom.us/j/93891014970?pwd=YldZQitOQnc1VXRWeXY3aVltZlZ1QvZz09>
OR using the ID 938 9101 4970-PIN 12345678

Day – 4 (19-11-2020)
Department Wise Activities
Time: 10:30 AM to 12:30 PM

Department Wise Activities focusing on Educational and Employment Opportunities of the respective Departments.

Note: HoDs are requested to create link for this programme. In case of constraint please contact the IT Section. The details of the link have to be forwarded to the Dean, Academic.



About the University:

The Central University of Kerala was started in the year 2009 with Seventeen (17) students enrolled in two Departments – English & Economics. Later fourteen (14) new Departments were established with a student's strength of 464. It has now grown with an enhanced student enrolment of around 2500 of which 65% are girls in 27 Departments and 12 Schools. 25 Departments are functioning at the University Headquarters and the remaining two are functioning in Thiruvananthapuram and Thiruvalla. In addition to the academic departments CU Kerala also progressed by starting 15 study centres. The Faculty Members of various departments are undertaking Research Projects funded by various funding agencies. The University has already signed MoUs with Foreign Universities and Research Institutions. The University has produced 38 PhDs so far. In 2016, the University was awarded B++ Grade by NAAC Peer Team in its First Cycle of Evaluation. The NIRF Ranking of the University is between 100 and 150. Recently, the Outlook Magazine rated CU Kerala as the 16th best University among 44 Central Universities.

All are Welcome

Programme Coordinators

Prof. M. R. Biju
Dean, Academic

Prof. K. Arun Kumar
Dean, Student's Welfare



**PROCEEDINGS OF ENTREPRENEURSHIP DEVELOPMENT
PROGRAMME DATED 5TH APRIL 2021.**

Google meet Link- meet.google.com/hsc-sixn-zhi

The Entrepreneurship Development Programme got commenced by 4:30pm (IST) dated 5th April 2021. The Master of the Ceremony Sourav Suresh (MCom second year student) initially requested everyone to rise up for the University Anthem. After the University Anthem, the master of ceremony invited Prof. Dr. T. Mallikarjunappa (HOD, Department of Commerce and International Business) to welcome and introduce the guests. Prof. Dr. T. Mallikarjunappa warmly welcomed the Chief Guest, K Vinod Narayanan (Managing Director, PVN Industries, Kannur; Former President, The North Malabar Chamber of Commerce, Kannur), Dr. Yelloji Rao K Mirajkar (Former Senior Technical Associate, Global Fragrance R&D Division, Colgate-Palmolive Company, USA; Convener – Global Indian Scientists and Technocrats Forum, USA; Member, Advisory Council, Hindu University of America, USA; Member of National Team, Hindu Swayamsevak Sangh, USA), Prof Dr V Balachandran (Dean, School of Business Studies, CUK), and all the students and faculty members to the programme. He very precisely explained about the rich profile of the guests. Finally he requested all the students to make use of this opportunity to the best of their advantage.

Next the master of the ceremony invited K Vinod Narayanan for inauguration of the programme. He said that entrepreneurship development programs are very important in the current competitive world and said that entrepreneurship should be inculcated in students by the educational institutions. By explaining the growth of small enterprises, he gave the example of how Baiju Raveendran (founder of BYJU'S App) who had made history by growing his business through the use of technology. He emphasized that entrepreneurs have to

put hard work to succeed and wished the programme all the success and urged every one to listen to Dr Yelloji Rao K Mirajkar who will bring the American and Global perspective to the topic. He also pointed out that the use of technology is very important for business growth and India ranks second only to China in mobile manufacturing technology. He added that today there are more opportunities for entrepreneurs in different fields and requested everyone to make best use of the opportunity.

The master of the ceremony next welcomed invited Prof Dr. V Balachandran for felicitation. After addressing the dignitaries he expressed his happiness for being a part of the event. He appreciated Prof. T Mallikarjunappa for organizing the programme. He also mentioned about the professional development program conducted by the MBA department in the previous day. He explained about the numerous opportunities offered by the government to the youngsters in India for starting new ventures. He finally concluded his words by offering all success to the programme.

Next, the master of the ceremony invited Dr.Yelloji Rao for the keynote address. Dr.Yelloji Rao expressed his sincere gratitude to Prof. T. Mallikarjunappa and all other dignitaries for inviting him to the event. By 5:00 pm, the resource person officially started his session by talking about start-ups. He explained the steps in forming a start-up. He also mentioned the ‘dream team’ that is very much essential for a start-up. He said that problem, solution, and revenue are the important things that are needed to form and run the start-up. He also mentioned the significance of funding in a start-up where, funding includes various stages which include pre-seed-stage funding, seed-stage funding, early-stage funding and late-stage funding. He also said that human capital, infrastructure, raw materials,

etc, are the other essentials for a start-up. He explained about the investors and what are the criteria they look for in a start-up to invest.

Later he also mentioned Theranos Company, its initial stages, and how its license was lost because of its false claims and lack of credibility. Then he also gave an example of Crest toothpaste which launched a 30 seconds commercial communicating hefty claims that it will remove stain leaving a protective layer. This toothpaste was tested as per the procedures of the commercial, data was documented and colour measurement and visual ranking by panellists were given. As the data contradicted the commercial's claims, a legal order was passed to stop airing the commercial.

Then he further discussed the government's influence on the success of start-ups. He said that we only acknowledge the entrepreneur's role in the start-up. He said that the government also had encouraged a culture of innovation and research in the field of start-ups. He further added that the government had helped to provide funding for start-ups as it believes that "as you grow your country will grow". He also pointed out the incentives that government provides for the start-up.

Next, he drew the audience's attention towards the 11 benefits provided under Start-up India and also added that a 10000 crore rupees fund has been set up by the government to provide funds to the start-up as venture capital. Then, he gave more insights into how the government takes action to save companies from the anti-competitive monopoly tactics of companies like Amazon, Apple, Facebook, and Google. Then he also said about the Chinese government's steps that triggered about a \$140 billion decline in the market value of Ma's Alibaba.

Later he discussed the struggles of manufacturing industries during different crisis times and how they survived. He pointed out the case of BASF Company and its restructuring plan. He added that most of the companies have emergency funds to address their emergencies. Then he talked about the Colgate Company which is headquartered in New York and how they continue to be successful even after two centuries. The company adhered to quality and never compromised in the taste. He further added about the wide range of products offered by Colgate which includes home care, pet nutrition, and personal care apart from oral care. Then he elaborated on the case study of Paul Therapeutics. He pointed out how Astra Zeneca offered to buy the company and why Paul Therapeutics rejected the offer and accepted it later. Paul Therapeutics had a grand vision and their business plan was to expand the scope as a combination or as a triple combination drug. Later he spoke about the Clinical Research Services Company which was affected by the Great Recession in 2008. With this, he concluded his presentation, and the session was opened for interaction.

During the question-answer session, Professor V Balachandran enquired about the chances of getting success in achieving the desired return for Venture Capital and Angel capital investors as both parties expect higher returns. Dr. Yelloji Rao pointed out that the chances of getting success in Angel investments are comparatively lower as compared to Venture Capital and he stressed the need for extreme compassion and commitment towards the respective projects to increase the chances of getting success. He highlighted that the power of convincing the projects and how unique it is as compared to other competitors is the need of the hour. He further added on the situation of patent infringement and fines duly made by corporate companies like Google and Microsoft.

Next, Priyatha Vijayagopalan (First-year MCom student), made a query on how to meet failures backed up by the statement of low chances for success in Angel and Venture Capital and the need for a mentor. For this Dr.Yelloji answered highlighting the importance of acquiring experience rather than emphasizing failure. Furthermore, he stated the necessity of having a mentor that would result in getting dynamic paths to reach success in a short period.

As a continuation to this session, Prof. Mallikarjunappa proposed a question that what is there in the USA that offers entrepreneurial success that is not offered in India. Dr.Yelloji Rao answered through his own experience. He also mentioned the opportunities and the cultural differences that exist between India and the USA. Next the Master of Ceremony invited Ms. Dheera K R (Guest faculty, Department of Commerce and International Business) to deliver vote of thanks. The programme reached to its end by 6 .19 pm (IST).

programme photos

The image displays two screenshots of a Google Meet session, likely from a Windows operating system as indicated by the taskbar.

Top Screenshot: Shows a close-up of a man with a white beard and mustache, wearing a white shirt, speaking. The browser address bar shows the URL <https://meet.google.com/hsc-sixn-zhi>. On the right, the 'Meeting details' sidebar is open, showing 'People (72)' and 'Chat'. A notification at the bottom right states: 'Screenshot saved. The screenshot was added to your OneDrive.' The bottom toolbar includes icons for mute, video, and 'Raise hand'.

Bottom Screenshot: Shows a gallery view of 16 participants in a grid. The participants' names and initials are visible: Unnikrishnan T Guest Faculty, Neha Hernanth, saurav suresh, Sruthi p, MALLIKARJUNAPPA T, Vinod Narayanan, Im_Abinesh, Dr.T. Manjunatha, aiswarya k, Anagha Sharma, Rajana Ramkumar, Ramya Shree, Darshana, Anand C.Sekhar, and Yelloji Mirajkar. A notification in the center reads: 'Are you talking? Your mic is off. Click the mic to turn it on.' The bottom toolbar includes icons for mute, video, 'Raise hand', 'Turn on captions', and 'Present now'.

EDP at 4:30 pm today online lin... Meet - hsc-sixn-zhi

https://meet.google.com/hsc-sixn-zhi

Meeting details

People (73) Chat

You 4:30 PM
Yes you are audible sir

Send a message to everyone

Meeting details Meeting controls

Meeting controls: Mute, End call, Leave call, Raise hand, Turn on captions, Present now

Type here to search

EDP at 4:30 pm today online lin... EDP at 4:30 pm today online lin... Meet - hsc-sixn-zhi

https://meet.google.com/hsc-sixn-zhi?pli=1&authuser=1

REC

Bhagyalakshmi K and 82 more

85 4:48 PM You

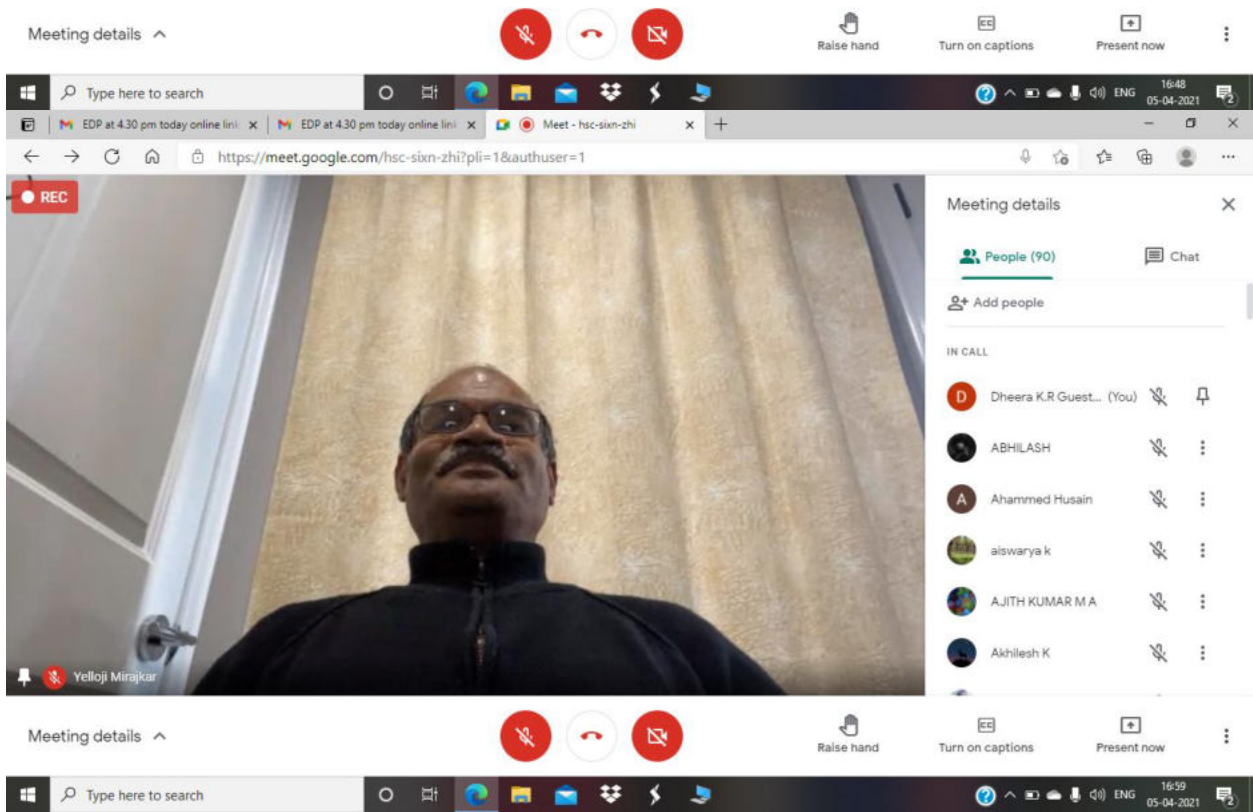
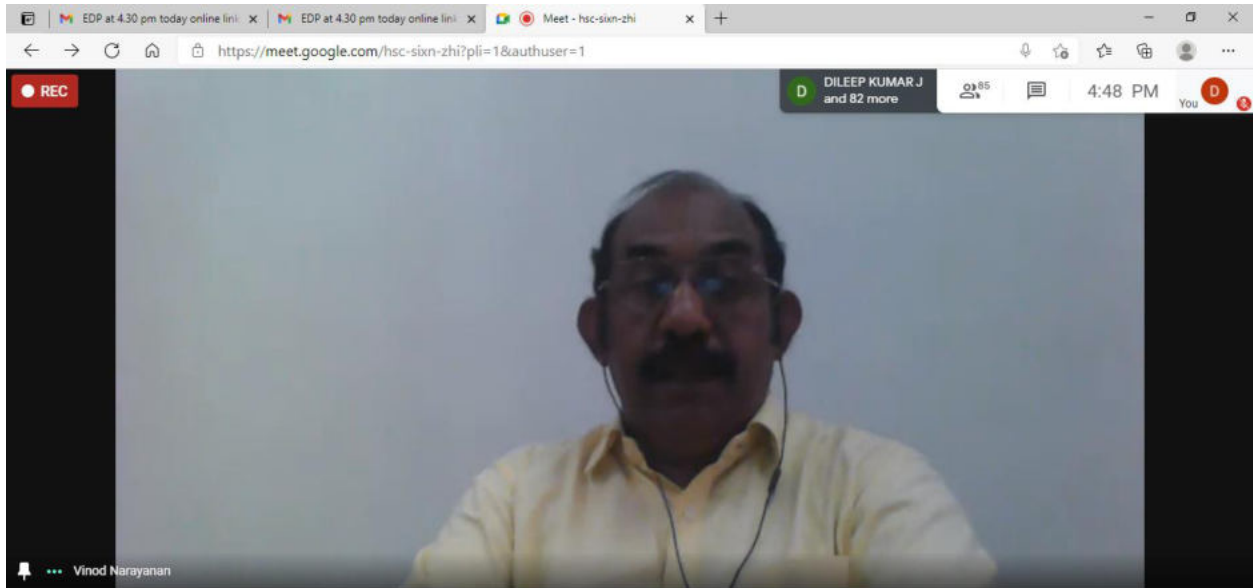
Vinod Narayanan

Meeting details Meeting controls

Meeting controls: Mute, End call, Leave call, Raise hand, Turn on captions, Present now

Type here to search

16:48 05-04-2021



Meeting interface showing a video call in progress. The main window displays a man with glasses and a mustache, identified as Yelloji Mirajkar, presenting. The interface includes a top bar with navigation icons, a bottom bar with controls (mute, video, chat), and a right sidebar showing meeting details and a list of participants.

Top bar: Type here to search, meet.google.com/hsc-siox-zhi, 16:59, 05-04-2021, ENG

Bottom bar: Meeting details, Yelloji Mirajkar is presenting, Meeting controls (mute, video, chat), Yelloji Mirajkar is presenting

Right sidebar: Meeting details, People (79), Chat, IN CALL, List of participants (Ameensha M (You), ABHILASH, Ahammed Husain, aiswarya k, Akhilesh K, akshaya sankar, Ambika K, Amritha A, amritha ky)

REC



dr vbchand



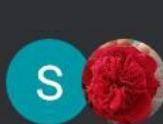
You



Yelloji



MALLIK...



73 others

6:14 PM

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(No title) ▶



REC



... dheera kr



You



dr



Im



50 others



6:14 PM

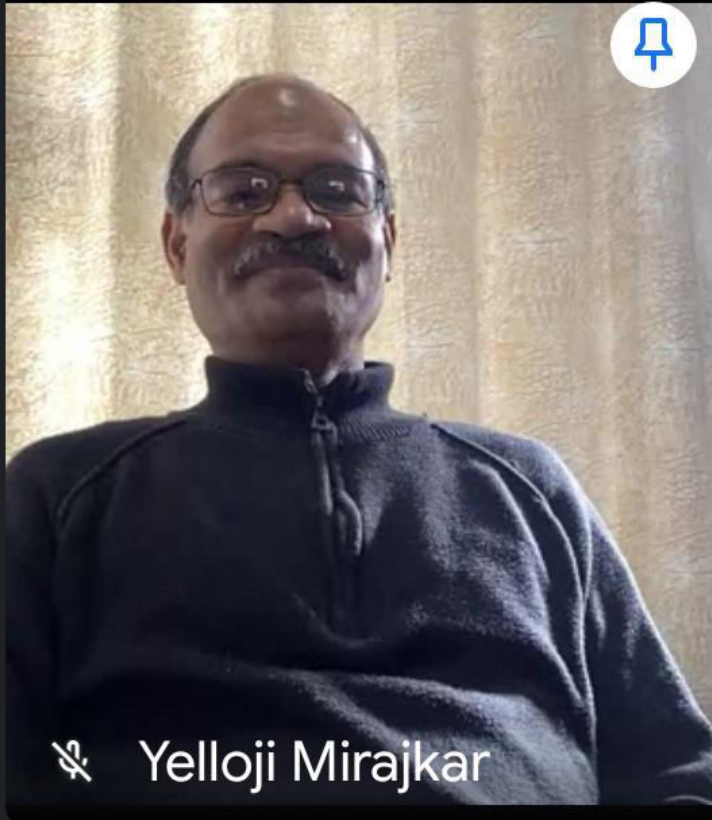
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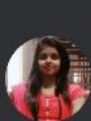
REC



Yelloji Mirajkar



You



dheera

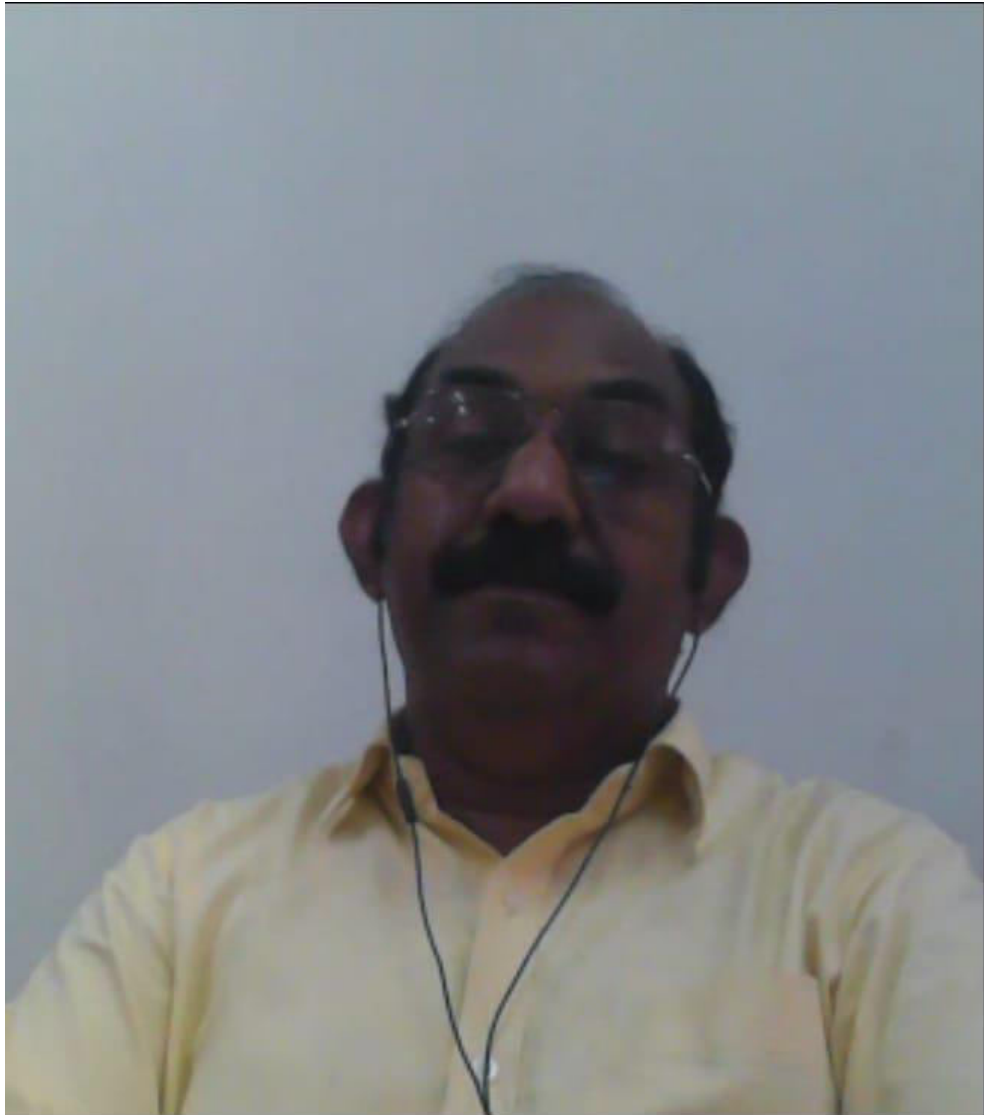


Im




51 others






Neha Hemanth and 1 more joined



You



dr



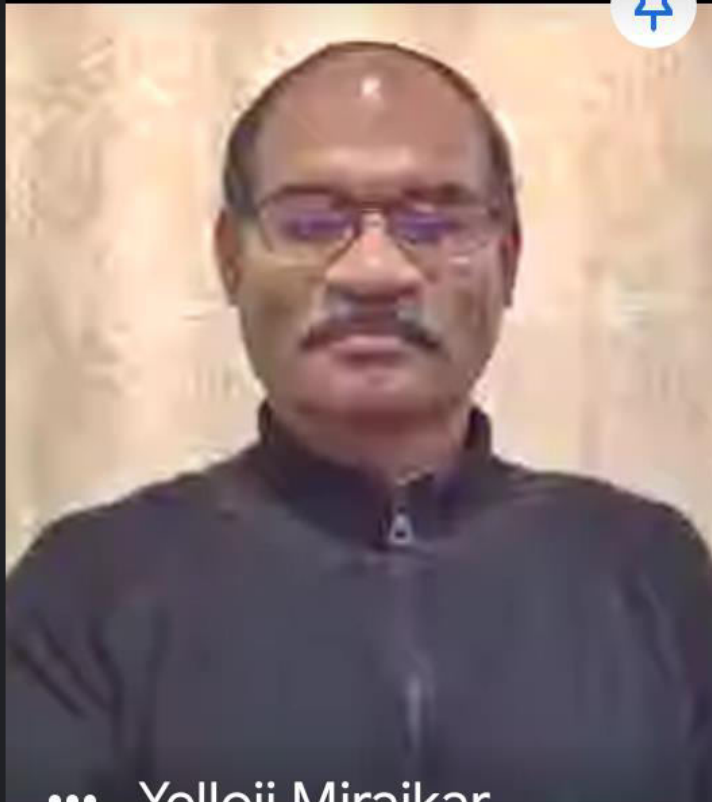
40 others

4:40 PM

85.2KB/s VoLTE 4G 64



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... Yelloji Mirajkar



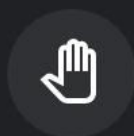
You



Im



76 others



Participants

Participants - EDP Dated 5th April 2021
K Vinod Narayanan
Dr. Yelloji Rao K Mirajkar
Prof Dr. V Balachandran
Prof. T Mallikarjunappa
Dr Haritha PH
Dr Afeefa Cholasseri
Ms Dheera K R
ABHILASH K V
AHAMMED HUSAIN V P
AKHILESH K
AMRITHA A
ANAGHA M
ANAGHA P V
ANAND C SEKHAR
ANJALI K NAIR
BHAGYALAKSHMI K
BINSHA P
BUSTHANA SHERIN
DARSHANA ABRAHAM
DILEEP KUMAR J
DIVYA A V
FAHISA A C
GEETHANJALI V
GEETHIKA G
HARITHA K P
LATHIKA R
LIVIYA VINCENT P
MIDHUN K V
MOIDEEN NAVAZ
MUEENA SHIRIN

NANDAGOPAN E S
NEHA HEMANTH
NIMISHA M
PRIYA KRISHNAN
PRIYATHA VIJAYAGOPALAN
RAJANA RAMKUMAR K K
RATHIKA K
SALMAN K
SARANYA N
SARANYA S
SHARATH KUMAR P
SHILPA C
SHILPA M
SHIVAJITH A R
SIBIN JOSE
SNEHA NARAYANAN
SRUTHI K
SUDINA K
SUMA B
VISHNU R K
VOOTKURIRADHIKA
YASHASWINI U
ABINESH P B
AISWARYA K
AJEESH P R
AJITH KUMAR M A
AKSHAYA SANKAR
AMRITHA K Y
ANAS.K.MOIDEEN
ANASWARA P
ANEENA KORA
ANUSHA BHASKARAN P P
ARSHITHA ALPHONSA BENNY

ASWATHI K
ASWIN K P
AYANA K K
BINSHIDA SHERIN M C
DHANASREE M K
FASALU RAHMAN C P
KRITHIKA P
MARIAM SHASHALA TASNIM
MUHAMMED THASLEEM K
NAS IRSHAD V N
NAYANA C K
NEETHU T P
PRAJUL K KANNAN
PRAVEEN KUMAR P
PRAVEENA A
RAHUL K V
RAHULRAJ K
RAJILA M
RAMYASHREE S
RANGEELA KRISHNAN
RESNA T
ROSLIN P C
SEMNIL TM
SHIBINA M
SILPASRI M
SNEHA RAJEEV C V
SOURAV.S
SREESHA P
SRUTHI M
SRUTHI P
STINIYA P REJIMON
SUJITH S
SUNILA K M

BROCHURE

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

on
05th April 2021 (Monday)

Organized by
Department of Commerce and International Business, School of Business Studies,
in association with Internal Quality Assurance Cell (IQAC)
Central University of Kerala

Inauguration: Shri K Vinod Narayanan
Managing Director, PVN Industries, Kannur, Former President, The North Malabar Chamber of Commerce, Kannur

Keynote Address: Startups, Venture Capital, Angel Investing and Entrepreneurship – US and Global perspective

By

Dr. Yelloji Rao K Mirajkar
Former Senior Technical Associate, Global Fragrance R&D Division,
Colgate-Palmolive Company, USA; Convener – Global Indian Scientists and Technocrats Forum, USA;
Member, Advisory Council, Hindu University of America, USA;
Member of National Team, Hindu Swayamsevak Sangh, USA.

Time: 4.30 pm Monday (IST), 7 am Monday (US Time)

Google meet Link: meet.google.com/hsc-sixn-zhi



Chief Patron
Prof. H. Venkateshwarlu
Vice Chancellor, Central University of Kerala

Patrons
Dr M Muralidharan Nambiar, Registrar, Central University of Kerala
Prof Dr K P Suresh, Dean-Academic, Central University of Kerala
Prof Dr V Balachandran, Dean, School of Business Studies.

Organizing Committee
Prof. Dr T Mallikarjunappa, Head, Department of Commerce and International Business, School of Business Studies.
Prof Dr M S John, Co-ordinator, NAAC; Dr Rajesh R., Director, IQAC; Prof Dr Joseph Koyippally, Director, Placement Cell, Central University of Kerala.
Dr Haritha P H, Dr Afeefa Chollasser, Dr Arunima K V, Ms.Dheera K R, Mr Nagaraja Sharma, Guest Faculty members, School of Business Studies, Students of the Department of Commerce and International Business, Central University of Kerala.

Programme Schedule

CENTRAL UNIVERSITY OF KERALA

Department of Commerce and International Business, School of Business Studies
in association with Internal Quality Assurance Cell (IQAC)
organizes

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

on

4.30 PM (IST), 7 AM (US Time), Monday, 05 April 2021

PROGRAMME SCHEDULE

Prayer : **Central University of Kerala Anthem**

Welcome and Introduction of the Guests : Prof. Dr T Mallikarjunappa
HOD, Department of Commerce and International
Business, Central University of Kerala
Inauguration: **Shri K VINOD NARAYANAN**
Managing Director, PVN Industries, Kannur
Former President -The North Malabar Chamber of
Commerce, Kannur

Felicitations: Prof Dr V Balachandran,
Dean, School of Business Studies, CU Kerala.

Dr Rajendra Pilankatta
Director of Research, CU Kerala

Keynote Address: **Dr. YELLOJI RAO K MIRAJKAR**
**Startups, Venture Capital, Angel Investing and Entrepreneurship – US and Global
perspective**
Former Senior Technical Associate, Global Fragrance R&D Division, Colgate-Palmolive
Company, USA;
Convener – Global Indian Scientists and Technocrats Forum, USA;
Member, Advisory Council, Hindu University of America, USA;
Member of National Team, Hindu SwayamsevakSangh, USA.

Google Meet Link: meet.google.com/hsc-sixn-zhi

Vote of Thanks : Dheera K R, Guest Faculty, Department of Commerce and International
Business

Master of Ceremony : Mr. Saurav S & Mr Abinеш P B, II MCom Students
National Anthem

PROCEEDINGS OF ENTREPRENEURSHIP DEVELOPMENT PROGRAMME ON SECURITIES MARKET

DATED, 11TH JUNE 2021

WebExLink:

<https://centraldepository.webex.com/centraldepository/j.php?MTID=mfd11550b451bff58f49c4a6b718788bc>

The program got commenced by 2.30 pm dated 11-06-2021. The Masters of Ceremony, Liviya Vincent and Saranya S (First year M Com students, Department of Commerce and International Business, CUK) welcomed all to the 'Entrepreneurship Development Program on the Securities Market' on behalf of the Department of Commerce and International Business. Then the master of ceremony, requested everyone to raise for the university anthem. After the university anthem, the Master of Ceremony invited Prof. Dr. T Mallikarjunappa (Head of the Department of Commerce and International Business) for the welcome speech. He warmly welcomed the Chief Guest, Mrs. Latha R. Kini(Past President, Kanara Chamber of Commerce and Industry (KCCI) and Award-Winning Women Entrepreneur, Mangalore, Karnataka), Prof Dr. V Balachandran (Dean, School of Business Studies, CUK), Prof Dr. M S John, Co-ordinator, NAAC, CUK), Dr. Joseph Koyippally (Director, Placement Cell, CUK), Dr. Rajesh R (Director, IQAC, CUK), the Resource Person, CMA CS Madhusudhanan EP (CDSL IPF Resource Person and Co-Founder SEP & Associates), Dr. Afeefa Cholasseri, (Guest Faculty, Dept. of Commerce and International Business), Masters of Ceremony, faculty members, students, and all other participants to the program. He said that it was a great pleasure to conduct this program in the presence of these dignitaries. He specially conveyed his regards to Mrs. Latha. R Kini, the chief guest who kindly accepted his invitation to attend this program. Once again, he welcomed all and wished all the success to the program and concluded his words.

Brief Profile of the Invitees:

CMA CS Madhusudhanan EP



Madhusudhanan E P the Co-Founder of SEP & Associates, is a Post Graduate in Commerce (M. Com), a Fellow Member of Institute of Company Secretaries of India (ICSI) and also a Fellow member of the Institute of Cost and Management Accountants of India (ICAI).

He is a diligent and seasoned professional offering a well-rounded experience of 12+ years in a wide spectrum of Finance & Secretarial Compliance, Stock Broking and Commodity Broking with various prestigious organizations. He has expertise in ensuring secretarial, legal and compliance matters, and finalizing audits of group companies and experience in initiating capital exchange membership, monitoring internal controls, drafting policies for accounts and risk management, piloting management information, maintaining statutory records and compiling information and reports. He has proven skill-set in streamlining inventories, conducting feasibility studies and managing taxation, costing, FEMA, and corporate laws. He was associated with Celebrus group for a decade in various roles including heading Compliance and Finance of Celebrus Capital Limited and Celebrus Commodities Limited. Before joining Celebrus, Madhu had worked with

Murugappa Group. He has worked in streamlining Internal Company reporting and conducted a Feasibility Study of the DAP Production at the Coromandel Fertilizers Limited.

He has served as Chairman of the Kochi Chapter of ICSI and Kochi Chapter of ICAI

Smt. Latha R Kini



Smt. Latha Kini, a successful woman entrepreneur from Mangalore is the owner of an Automobile Paint Manufacturing Industry in Baikampady, Mangalore. She has been actively associated with both retail sales & the manufacturing process since 1985.

She has the distinction of being elected the **first woman President of the August body, Kanara Chamber of Commerce & Industry, Mangalore** in the year 2011-12. This apex body is in existence since 1940.

She has been conferred with Karnataka State Government award with the **Best Woman Entrepreneur award** in the year 1993. She has a Master's degree from Mangala Gangotri, Mangalore University has secured the **first rank & Gold medal** during her academic tenure. Due to her vast experience in the field of trade & industry, she has been on the boards of several techno commercial establishments & also in the Entrepreneurship development cell of several academic institutions.

Her husband R D Kini, is a successful Industrialist whom she considers her mentor and guide. The Kini's are blessed with two children who are successful in their business start-ups.

Next, the Master of the Ceremony invited the chief guest, Mrs. Latha R. Kini (Past President, Kanara Chamber of Commerce and Industry (KCCI) and Award-Winning Women Entrepreneur, Mangalore, Karnataka) for the inauguration of the program. First of all, she said that she was delighted to address all the dignitaries and participants through this program and she said that it is a great opportunity for the students to understand the stocks and security market. She further added about the present situation where the pandemic hit the world and the changes that occurring since 2020. She said that life will not be easy hereafter and a lot of hurdles will be present but how we adapt to this change is more important. Adaptation is the key- she added. Then she shared her experience in the Commerce and Industry sector at the early period where there were no innovative platforms like social media, technology and there were a lot of risks. She asked all the students to take each day as an opportunity and work hard. She wished all the success to the program and officially inaugurated the program and concluded her words.

Furthermore, the Master of Ceremony invited Prof. Balachandran (Dean of School of Business Studies, CUK) for giving felicitation. He emphasized the importance of furnishing students with practical knowledge of the securities market. By giving a brief history about CDSL, he said that CDSL is the first and the only listed depository in Asia-Pacific and Bombay Stock Exchange being the major shareholder, simply makes the point clear that the program is been done with a clear vision and excellency. Prof. M S John, appreciating the program, he mentioned that economist and experts had a sight that poor nations are inconceivable of securities market which in the 21st century India

proved wrong and nowadays the significance of having basic knowledge on securities are quite high. Dr. Rajesh (Director, IQAC, CUK) added the necessity of developing entrepreneurial skills and addressing the post-pandemic period, to take out certain opportunities and risks, having the know-how of the securities market is an exceptional essence. He stressed the uncertainty and risk by referring to the Kingfisher incident and the volatile nature of securities which only adds up how cardinal is to experience and educate ourselves on the securities market.

Then the master of ceremony invited CMA CS Madhusudhanan E.P (CDSL IPF resource person and co-founder of SEP and Associates) to give the keynote address on the topic “Securities Market and Common Man”. By 3:10 pm, the resource person started his session by giving a brief introduction about the CDSL which was incorporated in December 1997 and which was promoted by BSE Ltd. He said that increasing preference for electronic trading has led to the establishment and growth of Depository systems, where CDSL being the first Depository to get listed in the Asia Pacific today holds 3.75 crore beneficial owners, 592 depository participants and operates through 21193 branches across India.

He pointed out that more people are coming to invest in the stock market. Then he elaborated the process of opening a trading account most simply. He emphasized the need for savings in students to pursue their dream careers. He then explained the relationship between inflation and investing. He further detailed the concept of the time value of money with a simple example. Then he talked about financial planning and investment planning. He said that ‘investment planning is planning of money and financial planning is planning of income’. He further mentioned a quote by Warren Buffet, “Do not save

what is left after spending; instead, spend what is left after saving”. He then explained about portfolio management which offers low risk and high return. Later he elaborated on the concept of mutual funds and why mutual funds are a better option. He said that mutual funds have fund managers who analyze the companies and give a monthly report to investors. He emphasized that mutual funds are safer and the chance of getting negative returns is very minimal. To give more insights he also shared his investment experience.

Later he spoke about the capital market and the initial public offering in the primary market. He said that IPOs provide companies with an opportunity to obtain capital by offering shares through the primary market. Then he spoke about the secondary market and the pre-requisites for buying and selling shares in the secondary market where he pointed out the different accounts needed for trading i.e., Trading account, Demat account, and Savings bank account. The documents required to open the Demat and Trading account were also discussed. The persons and authorities who can hold a Demat account were also mentioned by him. Then he spoke about the right issue and the essential conditions to be followed while issuing the right shares. Next, he spoke about the do's and don'ts to be taken into consideration before trading in stock exchanges. Income tax benefits and deductions on investment in Securities were also explained by him. He concluded his session by mentioning the digital services provided by CDSL.

Then the platform was opened for a question-answer session. At first, Rajesh R (Director, IQAC, Central University of Kerala) proposed a question regarding disclosure of the dividend amount of less than 5000 in the ITR (Income Tax Return). As a response to this question, Mr. Madhusudhanan replied that it is always advisable to disclose the

dividend, even if less than 5000, in ITR-1 or ITR-3, and also an exemption can be claimed on that. Next, Dr. V. Balachandran (Dean, School of Business Studies, Central University of Kerala) inquired about the current state of the unclaimed dividend of the companies. Mr. Madhusudhanan commented that it is very less after the arrival of the Companies Act, 2013. Ahmed Sunil, one of the participants, shared his doubt regarding intraday trading for Upstox users. As a response to this, Mr. Madhusudhanan said that we should inform the stockbrokers to enable intraday trading.

Next, Basanagouda Hosamani, one of the participants, asked what is insider trading is. Mr. Madhusudhanan commented that trading shares by an insider who has access to the Unpublished Price Sensitive Information (UPSI) are called insider trading. Next, Abdul Rasheed made a query on IDR (Indian Depository Receipts) mechanism. Mr. Madhusudhanan answered that it is a mechanism where Indian investors can invest money into foreign companies using the Indian denomination. Prasad, one of the participants, made a query on the stocks that we should avoid. Mr. Madhusudhanan replied that we should avoid penny stocks.

Finally, Dr. Afeefa Cholasserri (Guest Faculty, Department of Commerce and International Business) delivered the vote of thanks followed by national anthem. The program reached its end by 4.30 pm (IST).

PHOTOGRAPHS OF THE PROGRAMME



Viewing CS Madhusudhana...

CDSL

Layout

Basics of Investments
&
Depository Services

Speaking: CS Madhusudhanan EP (Cohost), pr...

priyatha Me

CS Madhusudhanan EP (Cohost)

Malikarjunappa T Cohost

saranya Cohost

Unmute Start video Share ...

Participants Chat ...

03:08 PM
11-06-2021

Layout

Rajesh R

Unmute Start video Share ...

Participants Chat ...

03:04 PM
11-06-2021

A video feed of a man with glasses and a mustache, wearing a light blue striped shirt, sitting in front of a red patterned curtain. The video is slightly dimly lit.

priyatha
Me

M S John

prof.Muni Raju
Cohost

saranya

CS Madhusudhanan EP
Cohost

Unmute

Start video

Share

Participants

Chat

05:00 PM
11-06-2021

A video feed of a man with a mustache, wearing a red shirt, sitting in a room with a wooden cabinet and a lamp in the background. The video is well-lit.

priyatha
Me

prof.Muni Raju
Cohost

saranya

V. Balachandran (Cohost)

CS Madhusudhanan EP
Cohost

Unmute

Start video

Share

Participants

Chat

05:00 PM
11-06-2021

Cisco Webex Meetings Meeting Info Hide Menu Bar ^

File Edit Share View Audio & Video Participant Meeting Help

Connected

Participants: priyatha Me saranya Abdul Rasheed P V

Mallikarjunappa T

Unmute Start video Share

Participants Chat

CDSL Today

CDSL

BO Accounts	<ul style="list-style-type: none"> 3.75 crores Situated in over 97% pin-codes
DPs Registered	<ul style="list-style-type: none"> 592 Operating from over 21,193 touch points
Issuer Companies	<ul style="list-style-type: none"> 16,669 Unique companies 15,814 - Equity ISINs, 34,154 other ISINs.

CDSL - Largest growing Depository
Over 3.75 Crores Demat Accounts as on 31.05.2021

CS Madhusu... (cohost)

2:58

Webex

Bluetooth

Profile


2:52

Webex


Bluetooth

Profile


Sneha Narayanan has joined the meeting.



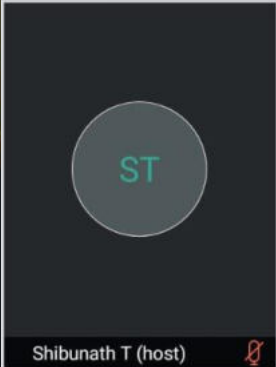
V. Balachandran




prof. Muni Raju (cohost)



Latha Kini (cohost)







Shibunath T (host)







[↑] CS Mad... (cohost)

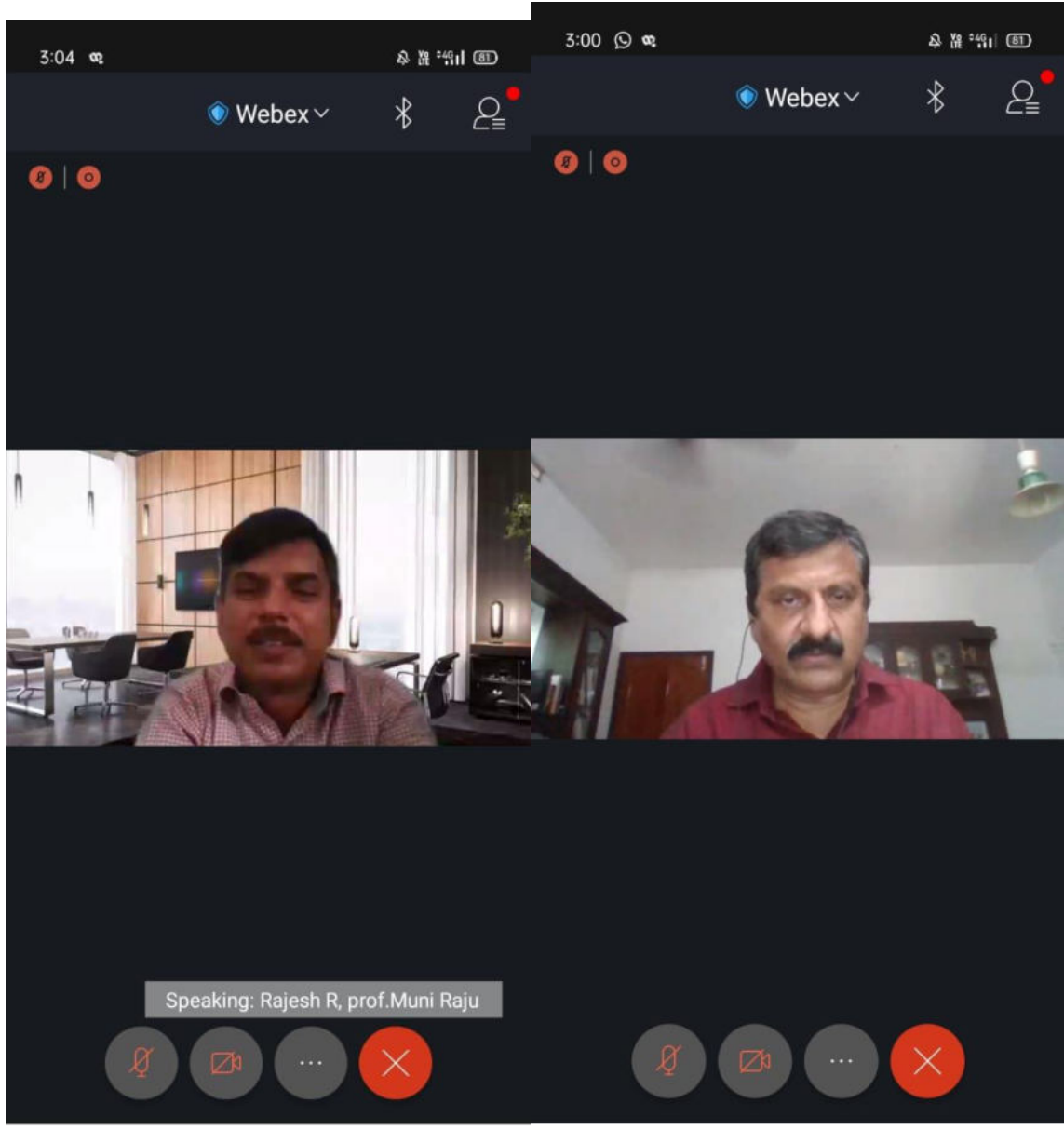
Speaking: V. Balachandran, prof. Muni Raju

Speaking: Latha Kini, prof. Muni Raju



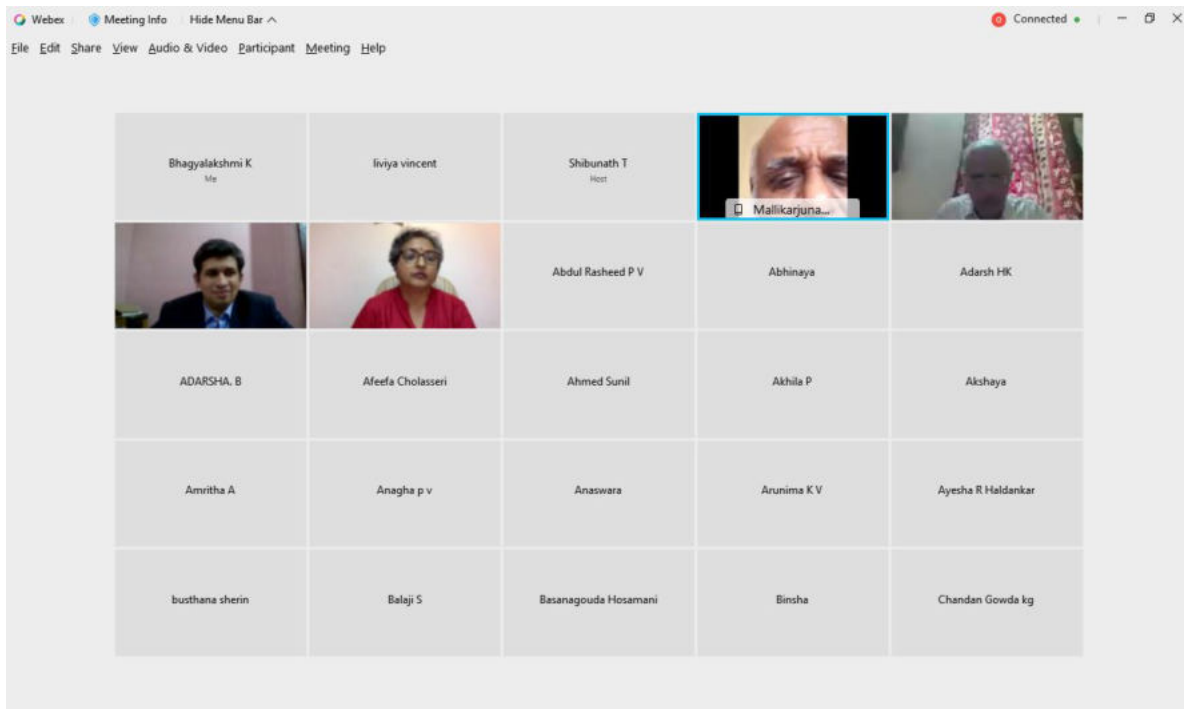






Bhagyalakshmi K Me	Iviya vincent	saranya	Malikarjunappa T Cohort	
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Abhinaya	ADARSHA. B	Afeefa Cholasseri	Ahmed Sunil	Akshaya
Amitha Jose	Amritha A	Anagha p v	Anagha.M	Anaswara
Anuradha H N	Anusha D I	Arpitha Balakrishna	Arunima K V	Arunkumar mb

Bhagyalakshmi K Me	saranya		Malikarjunappa T	
				Abhinaya
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Ambika K	Amitha Jose	Amritha A	Anagha p v	Anagha.M
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BROCHURE



ENTREPRENEURSHIP DEVELOPMENT PROGRAMME ON SECURITIES MARKET

11 June 2021 (Friday) at 2.30 PM.

**Organized by
Central Depository Services (India) Limited (CDSL) and
Department of Commerce and International Business, School of Business Studies,
in association with
Internal Quality Assurance Cell (IQAC) and
Innovation and Entrepreneurship Development Centre (IEDC)
Central University of Kerala**

Inauguration

Smt. Latha R Kini

Past President, Kanara Chamber of Commerce
and Industry (KCCI)

Award Winning Women Entrepreneur,
Mangalore, Karnataka



Keynote Address

CMA, CS Madhusudhanan E P

CDSLIPF Resource Person
Co-founder SEP and Associates

Topic: Securities Market and the Common Man



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**Chief Patron**

Prof. H. Venkateshwarlu
Vice Chancellor, Central University of Kerala

Patrons

Dr RajendraPilankatta, Registrar, Central University of Kerala
Prof Dr K P Suresh, Dean-Academic, Central University of Kerala
Prof Dr V Balachandran, Dean, School of Business Studies.

Organizing Committee

Prof. Dr T Mallikarjunappa, Head, Dept. of Commerce and International Business.
Prof Dr M S John, Co-ordinator, NAAC;
Dr Rajesh R., Director, IQAC;
Prof Dr Joseph Koyippally, Director, Placement Cell
Dr.ThasleemaT.M., Co-ordinator, IEDC
Dr.HarithaP H, Dr AfeefaChollasser, Ms.Dheera K R, Dr Arunima K V, Mr Nagaraja Sharma.

Friday, June 11, 2021

2:30 PM | (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi | 2 hrs

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Programme Schedule



CDSL

INVESTOR PROTECTION FUND TRUST

Central University Of Kerala and Central Depository Services (India) Limited (CDSL)
Department of Commerce and International Business, School of Business Studies

in association with

Internal Quality Assurance Cell (IQAC), CUK and
Innovation and Entrepreneurship Development Centre (IEDC), CUK
organizes

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP)

Friday, 11 June 2021 at 2.30 PM (IST).

PROGRAMME SCHEDULE

Prayer	:	Central University of Kerala Anthem
Welcome	:	Prof. Dr T Mallikarjunappa HOD, Dept. of Commerce and International Business Central University of Kerala
Inauguration	:	Mrs. Latha R. Kini Past President, Kanara Chamber of Commerce and Industry (KCCI) and Award Winning Women Entrepreneur, Mangalore, Karnataka
Felicitations	:	Prof Dr V Balachandran, Dean, School of Business Studies, CUKerala. Prof Dr M S John, Co-ordinator, NAAC, CUK Dr Joseph Koyippally, Director, Placement Cell, CUK Dr Rajesh R, Director, IQAC, CUK
Keynote Address	:	Securities Market & Common Man CMA, CS Madhusudhanan E P CDSL IPF Resource Person and Co-founder SEP & Associates.

Vote of Thanks : Dr Afeefa Cholasseri,
Guest Faculty, Dept. of Commerce and International Business

Master of Ceremony : Ms. Saranya S and Ms. .Iviya Vincent,
I MCom Students

National Anthem

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Friday, June 11, 2021

2:30 PM | (UTC+05:30) Chennai, Kolkata, Mumbai, New Delhi | 2 hrs

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PROCEEDINGS OF ENTREPRENEURSHIP DEVELOPMENT
PROGRAMME ON MUTUAL FUND INVESTMENTS

DATED, 29TH JUNE 2021

WebEx Link:

<https://centraldepository.webex.com/centraldepository/j.php?MTID=me078297a332d10ae90743c179c81c7a3>

The programme got commenced by 2:30 PM dated 29-06-2021. The Masters of Ceremony, Ms. Shilpa M and Ms. Shilpa C (I M COM students, Department of Commerce and International Business, Central University of Kerala) welcomed all to the 'Entrepreneurship Development Programme on Mutual Fund Investments' on behalf of the Department of Commerce and International Business. Then they requested everyone to raise for the university anthem. After the university anthem, the Master of Ceremony invited Prof. Dr. T Mallikarjunappa (Head of the Department of Commerce and International Business, Central University of Kerala) for the welcome speech. He warmly welcomed the Chief Guest, Mr. Yogesh Kundnani (Senior Vice President, CDSL), the resource persons, Mr. Joseph N J (Channel Head, Banking & National Distributors, Kerala) and Mr. Shibunath T A (CDSL Regional Head, Kerala), Prof Dr. V Balachandran (Dean, School of Business Studies, CUK), Dr. Joseph Koyippally (Director, Placement Cell, CUK), Dr. A K Mohan, Director, APJ Abdul Kalam Centre for Extension Services; Dean, School of Social Sciences, CUK), Dr. Haritha P H (Guest Faculty, Dept. of Commerce and International Business, CUK), Masters of Ceremony, special guests, faculty members, students and all other participants to the programme. He said that it was a great pleasure to conduct this programme in the presence of these dignitaries. He pointed out the relevance of Mutual Fund Investment and wished all the success to the programme.

Brief Profile of the Invitees:

YOGESH KUNDNANI



- Yogesh Kundnani is presently working as Senior Vice President in CDSL (Central Depository Services India Ltd).
- CDSL is currently the largest depository in India in terms of number of Demat accounts.
- Yogesh Kundnani is B.E. (Electronics) and MBA by qualification.
- Yogesh Kundnani has got more than 25 years of experience in Capital Markets.
- Yogesh Kundnani is registered as a Trainer with NISM (National Institute of Securities Markets).
- Yogesh Kundnani has done more than 100 Investor Awareness Programmes across our country.

JOSEPH N J



- Channel Head Banking & National Distributors, Kerala
- After the masters from Pondicherry Central University joined the MF industry in 2001 and is with SBIMF since 2004 January.
- Conducted more than 100 investors education programmes all across Kerala

SHIBUNATH T A



- Post Graduate in Commerce from University of Kerala
- Registered as Trainer with National Institute of Securities Market
- Joined in CDSL in the year of 2005
- Overall, 30 years of working experience in Capital Market

Next, the Master of Ceremony invited the Chief Guest, Mr. Yogesh Kundnani (Senior Vice President, CDSL), for the inauguration of the programme. First of all, he thanked all dignitaries for inviting him to be a part of this programme and to inaugurate this programme. He congratulated the coordinators for taking this topic for the session as mutual funds are an excellent source for retail investors to invest in the securities market. He said that one can invest in all types of securities like debt, equity, gold, Govt securities through mutual fund investing. He pointed out that hardly 4% out of the total population invested in the capital market and the remaining 96% are left out untouched and they never invested in the capital market and they are unaware of the actual potential of the capital market in terms of employment opportunities and wealth generation. He then mentioned that the capital market in India has a long way to go. He further said that the introduction of Digital KYC has helped retail investors across the country to enter the capital market and start investing easily. He concluded his

words by officially inaugurating the programme and he wished all the success to the programme.

Then the master of ceremony invited Prof. Dr. V. Balachandram, Dean, School of Business Studies, CUK to give the felicitation where he stressed the importance of this session. He said that as the students are the future investors, the need to educate them for safe and smart investments in different schemes is gaining popularity. He thanked Mr. YogeshKudnani, Senior Vice President, CDSL for inaugurating the event and sparing much time in his busy schedule.

Further, Dr. Joseph Koypally pointed out the necessity of conducting webinars on mutual funds and security markets to guide and make sure the students move in the right direction. In a vast economy, securities and stock markets will become the yardsticks for measuring strength, and spreading awareness to the general public on mutual funds is a need of the hour, he added.

Dr. A.K Mohan, Director, APJ Abdul Kalam Centre for Extension Services, Dean, School of Social Science, CUK mentioned the effective utilization of webinars on mutual funds and the need to acquire in-depth knowledge on mutual funds and the stock market to ensure a high return. The Stock Market and investment options are the fastest growing strong metals of our economy, all of us need to make a wise choice in investment decisions for future needs and social status, he added.

Then the master of ceremony invited Mr. Joseph N.J (Channel Head, Banking and National distributors, Kerala) to give the keynote address on “Mutual Fund Investments”. By 3:17 pm, the resource person started his session by giving a brief introduction about mutual funds. He said that in India, the mutual fund is in the form of a Public Trust created under the Indian Trust Act of 1882. He then explained the concept of mutual funds which is a trust that pools the savings of different investors with a common investment objective. He pointed out that financial literacy is low in

Kerala. Later he elaborated in detail about how mutual fund schemes operate. He also explained the advantages of mutual funds to investors. He said that mutual funds have dedicated fund managers who analyze and take into consideration all aspects of mutual funds. He also added the affordability, liquidity, and tax benefits of mutual funds. Later he talked about the different types of mutual funds and debt funds. He mentioned hybrid funds which are a combination of equity and debt. He also spoke about the solution-oriented funds which are retirement funds and children's funds. He then pointed out that sector funds have a high risk and liquid funds have a low risk. He further mentioned a quote by Robert Arnott, "In investing what is comfortable is rarely profitable". He also talked about the need for investing. To give more insights he also shared his personal experience in investing and also encouraged the students to invest in SIPs. He emphasized that the market is always moving up and patience always delivers. Later he spoke about the Lump-sum investment and SIP. He said that Systematic Investment Plan (SIP) is an investment plan for investing in small funds for the long term. He also pointed out a Malayalam quote to add more insights into the concept. He then talked about some myths in mutual funds and encouraged the audience to invest more in long term. He also explained about the mutual fund regulations which came in the year 1996.

Later he spoke about the National Pension Scheme and suggested equity investments for the long-term horizon. He concluded his session by talking about the career opportunities and encouraged the students to achieve their career goals and financial goal.

Thereafter the Master of ceremony invited Mr. Shibunath T.A (CDSL regional head, Kerala) to speak on the topic "Why Mutual Funds in Demat?" He started the session by talking about CDSL, its origin, and till today. He said that mutual funds can be held in Demat form and statement of account (SOA). He also told that mutual funds can be purchased through stockbrokers through a trading account (Demat form) or can

approach AMC, distributors, Online portal, Stock exchange distributors platform, etc. After speaking about the procedures, he explained the benefits of holding mutual funds in Demat form which include all investments in a single account, easy to track and safe to manage investments, portfolio valuation 24/7 available using CDSL Myeasi facility, pledging of mutual funds for taking loans, instant transfer of Mutual funds, nomination and transmission, etc. He also introduced the Basic Service Demat account, which can exempt the AMC till the account value is below 50000. He then spoke about the facilities provided through the Demat account which include De-statementization, Re-statementization, the redemption of MF, switching of MF through DP in case of open-ended schemes. He also explained the method through which capital gain or loss can be extracted using the capital gain statement available in the MF RTA CAS portal. The various digital services provided by CDSL were also specified by him in his address. He ended his presentation by giving information about various websites and portals which give basic security market information to students.

Then the platform was open for the question-and-answer session. Prof. Dr. T Mallikarjunappa (HOD, Department of commerce and international Business) made a query on whether conversion of mutual fund units from physical form to electronic is the same as equity shares. Mr. Yogesh Kundnani (senior vice president, CDSL) answered that in the case of Mutual funds, conversion from the physical form into electronic is known as destatementization, but the process is almost similar to equity stocks. He added that investor will be well-informed if he/she holds mutual fund units in destatementized form because they will be provided with all information about their stock portfolio or mutual fund portfolio in a single click.

Next Prof. Dr. V Balachandran (Dean, school of business studies) poses a question, what is the right time to invest and the right time to come out of the market. Mr.

Yogesh opined that the right time to start investing is now itself. He added that more than timing, how much time we spend in the market becomes important to get better returns. He also shared the number of new Demat accounts opened in the last financial year, one crore twenty lakhs. Mr. Joseph N J added that the right to come out of the investments is when we realize that the stock has delivered enough return on a particular aspect. Mr. Balachandran also enquired about the maximum limit that one can invest through a mutual fund. Mr. Joseph replied that there is no such limit in investing through a mutual fund.

Mr. Mallikarjunappa enquired about the unpredictable fluctuations happening in the market. He answered that there may be volatility in the future also as happened in the past, but the stocks will be replaced. Mr. Yogesh added that it is futile to predict the future. It is better to focus on asset allocation and long-term financial goals. Mr. Balachandran made a query on the proportion of investments in equity and debt. Mr. Joseph said that the equity investments- 50%, debt- 40%, and others will be 10%.

Finally, Dr. Haritha PH (Guest Faculty, Department of Commerce and International Business) delivered the vote of thanks followed by the National Anthem. The programme reached its end by 5.30 pm (IST).

PHOTOGRAPHS OF THE PROGRAMMEME:

Geethanjali	Haritha	Krishna Gupta-CDSL	Iliya vincent	nithin	Prithwi M
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priyatha
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392
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CUK
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Shilpa, C
Cohost

Shilpa M
Cohost

AHAMMED HUSAIN V P

Shibunath T
Host

Joseph Koyipally (Cohost)

Dr. Mohan A K (Cohost)

CDSL YOGESH KUNDNANI (Cohost)

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Speaking: CUK (Cohost)

Bhagyalakshmi K
Me

Anagha p v

CUK (Cohost)

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BALA
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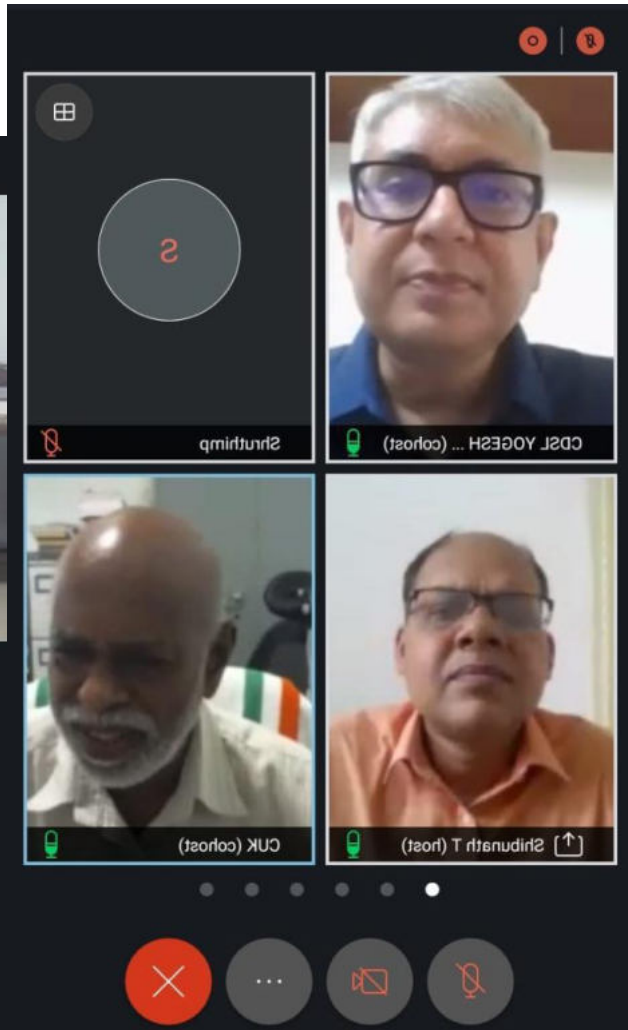
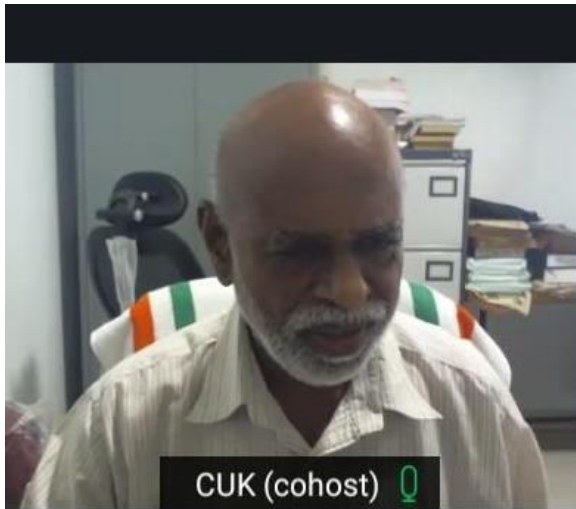
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Bhagyalakshmi K Me

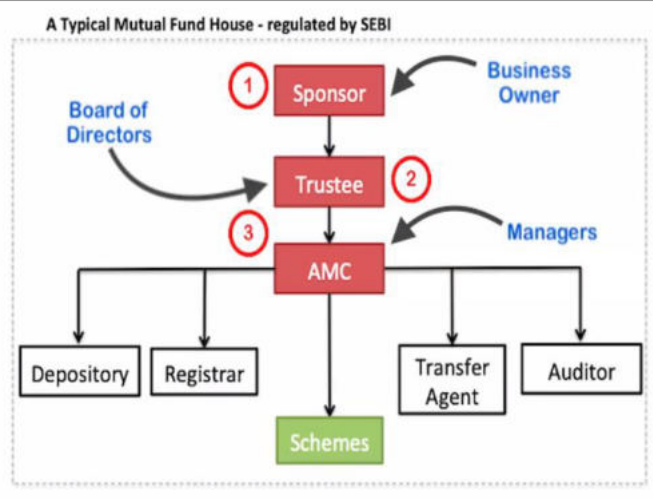
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Bhagyalakshmi K Me

392 (Co-host)

Shilpa, C Co-host




CUK Co-host


Dr. Mohan A K Co-host

BALA Co-host

Mutual Fund In India

- In India Mutual Fund is the form of a Public Trust created under the Indian Trust Act of 1882
- In 1963 with the initiative of the Government of India and Reserve Bank of India Unit Trust of India was formed.
- 1987 SBI Mutual Fund – The First Public Sector Mutual fund
- 1993 Kothari Pioneer – The first Private Sector Mutual Fund
- 1996 SEBI Regulation in Mutual Fund came and SEBI over these years have introduced rules and regulation from time to time to protect investors interest.
- Over these years Mutual Fund industry India was growing steadily and in the past 10 years grew by more than 5 times.
- Currently there are 45 Mutual Funds in India with an average AUM of around 32 Lakh Crore.



Bhagyalakshmi K Me	 Dr. Mohan A K (Cohost)	Shilpa. C Cohost
	Shilpa M Cohost	CUK Cohost
 Joseph Koyippally (Cohost)	392 Cohost	AHAMMED HUSAIN V P

Bhagyalakshmi K Me		Shilpa. C Cohost
	Shilpa M Cohost	CUK Cohost
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Anusree M K

Ashvini Khedkar


Bhagyalakshmi K




BALA (Cohost)



392 (Cohost)



Shibunath T (Host)



CDSL YOGESH KUNDNANI (Cohost)

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63	Unaisa Kader	unnu032000@gmail.com	6/29/2021	No
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65	Geethanjali	geethanjaliVijayan44@gmail.com	6/29/2021	No
66	Reshma Dey	reshma.s@cukerala.ac.in	6/29/2021	No
67	nithiin	nithin.k@cukerala.ac.in	6/29/2021	No
68	sudina	sudinavannarkaya31@gmail.com	6/29/2021	No
69	jaseem	jaseem.chathambath@gmail.com	6/29/2021	No
70	Reshma CDSL	reshmav@cdsl.com	6/29/2021	No
71	Stiniya P	stiniyap@gmail.com	6/29/2021	No
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73	Shruthimp	mpshruthigvt@gmail.com	6/29/2021	No
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80	SREESHA P	sreeshavava4@gmail.com	6/29/2021	No
81	Yashwant Gupta	YashwantG@cdslindia.com	6/29/2021	No
82	Ankit Bandivadekar	ankitb@cdslindia.com	6/29/2021	No
83	Vibgyor	vibgyor@cukerala.ac.in	6/29/2021	No
84	Geethika	geethikagopan@gmail.com	6/29/2021	No
85	Basheer	basheer.3.1.1998@gmail.com	6/29/2021	No
86	Tejasi M	tejasim@cdslindia.com	6/29/2021	No
87	Ashvini Khedkar	ashwinit@cdslindia.com	6/29/2021	No



CDSL

INVESTOR PROTECTION FUND TRUST

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME ON SECURITIES MARKET

29 June 2021 (Tuesday) at 2.30 PM.

**Organized by
Central Depository Services (India) Limited (CDSL) and
Department of Commerce and International Business, School of Business Studies,
in association with
Internal Quality Assurance Cell (IQAC) and
Innovation and Entrepreneurship Development Centre (IEDC)
Central University of Kerala**

Inauguration

Mr. Yogesh Kundnani

Senior Vice President, CDSL



Keynote Address

Mr. Joseph N J

Channel Head, Banking & National Distributors,
Kerala

Topic: "Mutual Fund Investment"



Shibunath T A

CDSL Regional Head, Kerala

Topic: "Why Mutual Fund in Demat?"



Note: Online Link: CISCO WebEx meet link is given at the end of the brochure. All the persons who are attending the event have to download the WebEx app and install in the device you are using to enter the programme. You can forward the brochure to your contacts and all are welcome to attend the programme. There is no registration fee for the programme.



Chief Patron

Prof. H. Venkateshwarlu
Vice Chancellor, Central University of Kerala

Patrons

Dr Rajendra Pilankatta, Registrar, Central University of Kerala
Prof Dr K P Suresh, Dean-Academic, Central University of Kerala
Prof Dr V Balachandran, Dean, School of Business Studies.

Organizing Committee

Prof. Dr T Mallikarjunappa, Head, Dept. of Commerce and International Business.
Prof Dr M S John, Co-ordinator, NAAC;
Dr Rajesh R., Director, IQAC;
Prof Dr Joseph Koyippally, Director, Placement Cell
Dr. Thasleema T.M., Co-ordinator, IEDC
Dr. Haritha P H, Dr Afeefa Chollasser, Ms. Dheera K R, Dr Arunima K V, Mr Nagaraja Sharma.



Join from the meeting link

<https://centraldepository.webex.com/centraldepository/j.php?MTID=me078297a332d10ae90743c179c81c7a3>

Meeting number: 184 624 9664

Password: webinar

Programme Schedule



CDSL

INVESTOR PROTECTION FUND TRUST

Central University of Kerala and Central Depository Services (India) Limited (CDSL)
Department of Commerce and International Business, School of Business Studies
in association with
Internal Quality Assurance Cell (IQAC), CUK and
Innovation and Entrepreneurship Development Centre (IEDC), CUK
organizes
ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP)

Tuesday, 29 June 2021 at 2.30 PM (IST).

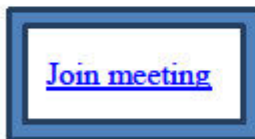
PROGRAMME SCHEDULE

Prayer	: Central University of Kerala Anthem
Welcome	: Prof. Dr T Mallikarjunappa HOD, Dept. of Commerce and International Business, Central University of Kerala
Inauguration	: Mr. Yogesh Kundnani Senior Vice President, CDSL
Felicitations	: Prof Dr V Balachandran, Dean, School of Business Studies, CUK. Dr Joseph Koyippally, Director, Placement Cell, CUK Dr A K Mohan, Director, APJ Abdul Kalam Center for Extension Services; Dean, School of Social Sciences, CUK
Keynote Address	: "Mutual Fund Investments" Mr. Joseph N J Channel Head, Banking & National Distributors, Kerala : "Why Mutual Funds in Demat?" Mr. Shibunath T A CDSL Regional Head, Kerala
Vote of Thanks	: Dr Hariitha PH, Faculty, Dept. of Commerce and International Business

Master of Ceremony : Ms. Shilpa C and Ms. Shilpa M
I MCom Students

National Anthem

Note: Online Link: CISCO Webex meet link is given below. All the persons who are attending the event have to download the Webex app and install in the device you are using to enter the programme. You can forward the brochure to your contacts and all are welcome to attend the programme. There is no registration fee for the programme.



Meeting link:

<https://centraldepository.webex.com/centraldepository/j.php?MTID=me078297a332d10ae90743c179c81c7a3>

Meeting number: 184 624 9664

Password: webinar

SKILL DEVELOPMENT PROGRAMME TO ENHANCE THE EMPLOYABILITY OF THE STUDENTS

DATED, 11TH AUGUST 2021

TOPIC: DIGITAL GLOBALISATION

Google MeetLink: meet.google.com/ugz-iegw-iex

The programme got commenced by 2:00 PM dated 11/08/2021. The topic for the ‘Skill Development Programme’ to Enhance the Employability of the Students was ‘Digital Globalisation’. The Masters of Ceremony, Ms. Saranya N and Ms. Rathika K (I MCom students, Department of Commerce and International Business, Central University of Kerala) welcomed all to the programme on behalf of the Department of Commerce and International Business. Then they requested everyone to raise up for the university prayer. After the university prayer, the Master of Ceremony invited Prof. Dr. T Mallikarjunappa (Head, Department of Commerce and International Business, Central University of Kerala) for the welcome speech. First of all, he addressed all the dignitaries and warmly welcomed the resource person, Dr. Amitabh Anand (Incoming Associate Professor, Excelia Business School, France), Prof Dr. V Balachandran (Dean, School of Business Studies, Central University of Kerala), Prof K P Suresh (Dean, Academic, Central University of Kerala), Prof Dr. Joseph Koyippally (Director, Placement Cell, Central University of Kerala), Prof Dr. K Arunkumar (Dean of Students Welfare, CUK), Lakshmi Varma (Guest Faculty, Department of Management Studies), Masters of Ceremony, special guests, faculty members, students and all other participants to the programme. He briefly explained the relevance of Digital Globalisation especially in the present pandemic scenario where everybody was concerned about reverse globalisation.

He also added that technology is not going to allow people to look inwards because digitalization of the entire world economy and entire fields is going to force globalisation. He wished all the success to the programme and concluded his words.

Next, the Master of Ceremony invited Prof Dr. V Balachandran (Dean, School of Business Studies, CUK) to chair the session. He addressed all the dignitaries and he congratulated Prof. Dr. T Mallikarjunappa for continuously conducting various programmes in the department. He talked about the relevance of employability skills that a student requires when it comes to the job. He also added that technology plays an important role in the current world and technological advancements reduce the cost of transportation and communication across nations and thereby facilitate global sourcing of raw materials and other inputs. He said that in the digital era, technology is moving more rapidly than any other innovation in the history which is reaching around 50% of the developing world's population in only two decades and transforming societies by enhancing connectivity, financial inclusion, access to trade, and public services. Technology brings about relevant changes regarding how businesses are conducted across borders, the flow of economic benefits, and broadening participation, he added. He emphasized that the current crisis is pushing towards deglobalisation and at the same time, Covid-19 represents a challenge for the digital transformation of economies. With this, he concluded his words and wished all success to the programme.

PROFILE OF GUEST:



Dr. Amitabh Anand

Dr. Amitabh Anand hails India. He is presently the incoming Associate Professor for Excelia Business School in France. He formerly worked as Assistant Professor in Academy of Digitalization at SKEMA Business School, Université Côte d’Azur, FRANCE, which has programs Ranked Top 5 in the world by Financial Times. Dr. Amitabh holds bachelor’s in environmental engineering degree from, India, He got scholarship to do MBA from Stockholm University, Sweden and secured full scholarship to complete Ph.D. from NEOMA Business School, Paris, France.

He has won several awards in research: “Excellence in Peer Review” from South Asian Journal of Human Resources, “Emerging Scholar Award” from organization studies research network at Germany in 2018. For his contribution to teaching and impact on student learning, he is the only one from Europe to chosen as the “Top 50 Worlds Best Professor” among 400 nominations worldwide by Poets and Quants, USA in 2018. For his innovative course design, he has won the Outstanding Pedagogical Innovation Award in 2020 by SKEMA. He is member of the European Academy of Management and founding member of Sharing Knowledge Forward Initiative called SKARP (Sharing Knowledge and Research with Pleasure), which involves a group of professors with a mission to share knowledge unconditionally across globe. He is a visiting professor for

universities in India and abroad. Further, He is also part of the Editorial advisory/review board of “Management Decision” (ABDC-B), “Employee Relations (ABDC-B)”, “Journal of Entrepreneurship in Emerging Economies (ABDC-C)”, “South Asian Journal of Human Resource Management” (ABDC-C). He is presently the review editor for International studies on Management and Organization (ABDC-B) and Guest Editor of Information System Frontiers Journal (ABDC-A)'. His research works are published in FT 50 journal such as the Journal of Business Venturing and other Rank A journals such as Computers in Human Behaviour, Journal of Knowledge Management, Personnel Review, Management International etc.

Dr. K. P. SURESH



M.A. (Psychology); M.A. (Sociology); M.A. (Politics); M.Ed.; Ph.D. (Education)

Professor of Education and Founder Head and Dean, School of Education, Central University of Kerala

- Founder Head and Dean, School of Education, Central University of Kerala, Kasaragod.
- Research Guide, Central University of Kerala, Kasaragod. (Faculty of Education).

- Research Guide, MG University Kottayam. (Faculty of Education).
- Research Guide, Kannur University. (Faculty of Education)
- Post Graduate teaching cum research experience for 27 years.
- Twenty Ph.D. Theses in Education produced; Four Ph.D. Theses in adjudication process;
- Four Ph.D. theses in progress;
- Guided more than 150 M.Ed. dissertations.
- Project Co-investigator – DPEP-MAS in Kerala launched by the Ministry of Human
- Resource Development, Govt. of India.
- Project Director, National Testing Service India – CIIL, Mysore (MHRD Project, Govt. of India)
- Registrar (i/c), Central University of Kerala, from 27th February 2016 to 17th October, 2016.
- Founder Head, Department of Education, Central University of Kerala - from 2015 to 2018
- Former Member, Executive Council, Central University of Kerala, Kasaragod.
- Founder Director, School of Pedagogical Sciences, Kannur University for six years from 2005-2011.
- Principal of M.G. University College of Teacher Education (UCTE), Muvattupuzha, Ernakulam for 6 years from 1999-2005.
- Headed the School of Pedagogical Sciences of M.G University as Lecturer in charge of Director for 4 years from 1995-1999.
- Principal, University Colleges of Teacher Education, Nedumkandam, Erattupetta, Kumily, Vaikom and Muvattupuzha of M.G. University.

- Acted as Chief Co-ordinator, School of Pedagogical Sciences for the control and supervision of University Colleges of Teacher Education (UCTE's), MG University. (1994 to 1999)

TEACHING & RESEARCH EXPERIENCE

- ADMINISTRATIVE ROLES
- Ph. D in Education in 1992 (University of Calicut)
- M.Ed. First Rank with First Class (University of Calicut)
- Award for Eminent Educationist for the year 2015 instituted by Indus Foundation, New Jersey, USA.
- Acharya Ratna Award Recipient for the Best Teacher under Kannur University by the Rotary Club, Bekkal Fort.
- National Award for Emeritus Teacher Educator awarded by Council for Teacher Education
- B.Ed. Gold Medalist (R. Sankar Memorial Gold Medal – College Topper)
- M.A. Psychology – Second Topper.
- Qualified UGC's NET Junior Research Fellowship and UGC SRF.
- Publications in reputed peer reviewed refereed journals of International and National level with impact factor and Text books.
- Presented papers and independent research papers in several National Level and International Level Seminars / Conferences / Symposia
- Chaired many International Conferences including in Bangkok, Thailand organized by UNICEF and National level seminars.
- Attended 3 Refresher Courses in Education & two short term courses organized by UGC Academic Staff Colleges.

- Research Associate, Curriculum Review Research Committee (CRRC), MG University.
- Court Member, Central University of Tamil Nadu, Tiruvarur as Visitor's (President of India)nominee
- UGC Nominee in the Governing body of various Academic Institutions
- Court Member, Central University of Kerala
- Founder Chairperson, PG Board of Studies in Education, Central University of Kerala.
- Former Member, Advisory Board, PPMED -NCERT New Delhi.
- UGC nominee to Governing body of autonomous colleges
- Membership in Professional bodies in Education (AIAER. CTE.)
- Member, Board of Studies in Education, Gandhigram Rural University, Dindigul, T.N.
- Member, Board of Studies in Education, The English and Foreign Language University,Hyderabad
- Member, Board of Studies in Education, Central University of Tamil Nadu,
- Member, Board of Studies in Education, Tamil Nadu Teachers Education University, Chennai
- Member, Board of Studies in Education, Bharathiyar University, Coimbatore
- Ex. Member, Board of Studies in Education, Kannur University.
- Ex. Member, Board of Studies in Education (Post Graduation), M.G. University.
- Ex. Member, Faculty of Education, M.G. University and Ex. Member, Kannur University.
- Member, NCTE Inspection team.
- Subject Expert to various inspection commissions to UCTE's and Training Colleges M. G.University & Kannur University.

- Resource Person to Refresher Courses and Orientation Programmes for college teachers organized by various UGC ASC's – HRDC's
- Observer to UGC CBSE NET Examinations
- QP Setter, for Entrance Examinations for various Universities, Govt. and Quasi-Governmental competent bodies.

Then, the master of ceremony invited Prof K P Suresh (Dean, Academic, Central University of Kerala) to inaugurate the Skill Development Program. He spoke about the raging necessity to acquire skill in the digital era. He stressed the requirement of skill and adequacy to adapt to the work environment along with career development. He said that the digital era is requiring personnel who possess the skills rather than a degree or post-graduate level of educational qualifications. He appreciated the continuous effort put forward by the commerce department to conduct sessions to improve the skills and to deliver more explorative content. The emerging demand for improving the employability skill of placement cell of respective universities and colleges are inevitable, he added.

He further discussed the strategies followed majorly by private giants and startups in capturing more personnel of fresh blood to utilize the full potential for a limited period and then going after newly graduated students again for maintaining the low outflow of wages and salaries. He pointed out that the then cultured demands for a career where difficult since acquiring a job was a hard barrier to jump-off, where, the digital era liberates the work environment to fresh minds in a large quantity hanging the shadow of losing their job anytime. He raised the idea of giving proper training and more resources for the students in their academic period to carry out innovative career development opportunities in their way to deal with the competitive world. It is necessary to make the young minds to be capable of living their freedom to choose their career and make a

living by utilizing their highest potential, he added. He emphasized that the programme surely delivers valuable perspectives and motivates them to prosper the soft and hard skills as much as they can along with guided training. Our university, Central University of Kerala stands for working tirelessly to ensure that each one of the students possess the skills to build a strong career and a valuable asset in the competing world, he concluded.

Next, the master of ceremony invited Joseph Koyippally (Director, Placement Cell, Central University of Kerala) to felicitate the programme. He said that the students should step out from their comfort zones and should acquire the skill to absorb failures positively. ‘In the age of 20s, you have to have the courage to meet new opportunities and take the next step without having self-doubt. Most of you might be under the shadow of relatives and family expectations but it is important to make sure the job or the career you choose makes you happy and satisfied’ he added. He then, mentioned the well-known business minds, Steve Jobs, Jack Ma, and eminent personalities who stand for their people, Mahatma and Nelson Mandela. He stressed the idea of dreaming with a goal, which made these people live their dreams. It is necessary to adopt an environment of consistency and to accept the failure and to convert it as a fuel, where if our Gold Medal Winner Neeraj Chopra hasn’t shown this courage, he wouldn’t be there to uphold the pride of India, he added.

Further, Prof Dr. K Arunkumar, Dean of Students Welfare, Central University of Kerala appreciated the effort from the commerce department in organizing resourceful programs to keep the minds motivated as part of giving felicitation. He further added the necessity of converting education into more of a skill-oriented program has become a need of the hour. He further spoke about digits, where the whole world has come under the valuation of digits. The digital era will pave the foundation for young minds to opt for more innovative careers and skills to ensure their place in their respective fields. This session

will result in more valuable content for the students to achieve more innovatively in deciding their future.

Next, the master of ceremony welcomed Dr. Amitabh Anand (Incoming Associate Professor, Excelia Business School, France) to deliver the keynote address. He started his presentation by talking about the influence of technology in today's world by depicting the example of the Boston bombing case and how technology played the role in identifying the culprits. He then spoke about digital globalisation highlighting the influence made and also the hazards created. 'Globalisation which can be explained as the opening up of borders for physical movement of goods whereas digital globalisation replaced it by boundary less movement of digital information and data' he said. He explained the ill effects of digital globalisation which are, forced labor, extinction of education, gun monarchy and civil war through different case studies. He spoke about the changes brought in by technology by comparing the twentieth and twenty-first centuries. He also spoke about the importance and emergence of Artificial Intelligence (AI) to the world of technology. He said that companies and even the Government are looking at AI as a means to foster innovation, optimize business efficiency and improve productivity. He also added that, it is now being used in health care services to do complicated tasks and cited as an example the use of robotics in surgery in the war-prone areas of Syria where the doctors from remote areas can monitor the activities. He mentioned the need for digital globalisation coupled with AI as the most important need of an underdeveloped country for its growth.

The increased cyber-crimes are now making all the countries in the world tighten up their security system to protect their data which is the most valuable commodity in today's world, he added. He then talked about Acxiom which is a data brokering company that

extracts individual data. He also talked about how companies like Amazon and Netflix track our interests through browsing and Facebook history. He also mentioned the new application developed by Starbucks which can track other coffee shops we have visited. He emphasized the importance of data in the digital world. Later he talked about the dangerous aspects and dark side of technology, AI and the digital world. He spoke about the rising number of hackers and also advised everyone to be ethical while using products and services in the digital world. Further, he talked about some types of cyber threats like information warfare, cracking, cyber espionage and also cited Pegasus as an example. Then he talked about the country, Estonia which was hacked by the Russian system and is now top three in cybersecurity. He further pointed out the vast opportunities in the cybersecurity business. He also mentioned the complete online MBA programs offered by some universities. He concluded his words by emphasizing the vast opportunities in Ed-tech, Agri-tech and Med-tech.

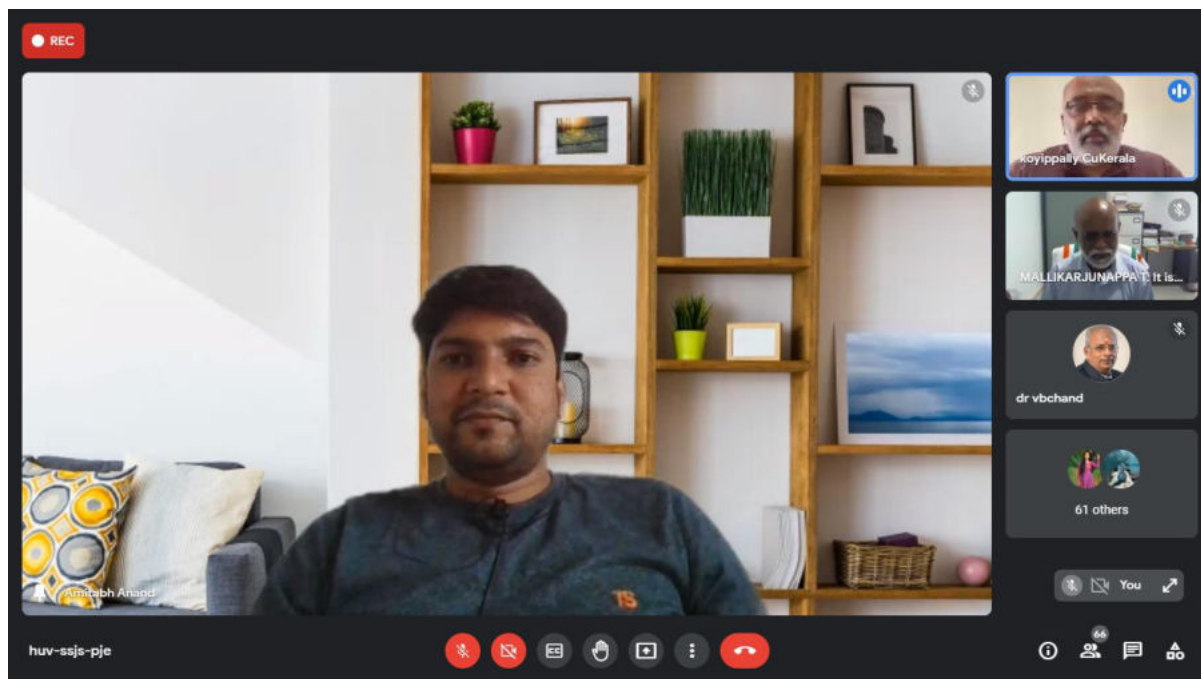
Then, the platform was open for question-and-answer session. Firstly Prof. Dr. V Balachandran (Dean, School of Business Studies) mentioned the e-mail hacking and other types of cyberattacks and posed a question that how to save ourselves from such attacks in educational fields. Dr. Amitabh Anand, keynote speaker, replied that people should invest completely in confidential security which may help to a great extent. In order to ensure full data security, we need strict data security laws like GDPR (General Data Protection Regulation) which is established in major European countries, he added. Next, Geethanjali (I M.Com student, Department of Commerce and International Business) proposed a question that how to ensure our data security, because most website asks to log in through Google account. Dr. Amitabh answered that in India if a person enters the sites, the whole information is passed to the service providers, but in Europe

consent of user is needed to get information. Till laws like GDPR are not introduced in India it is difficult to ensure data security fully, he opined.

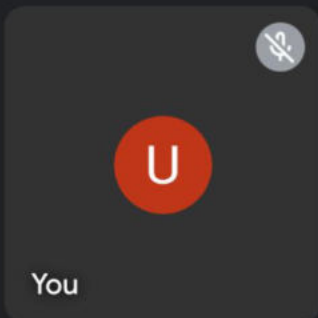
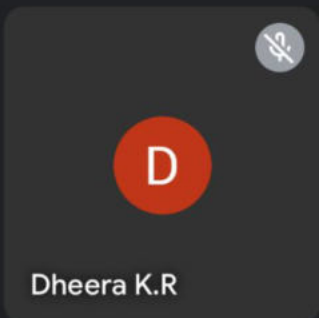
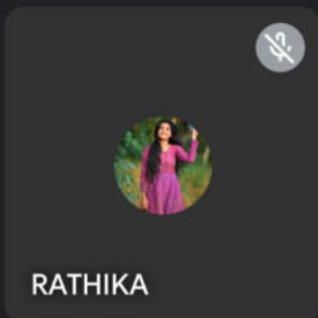
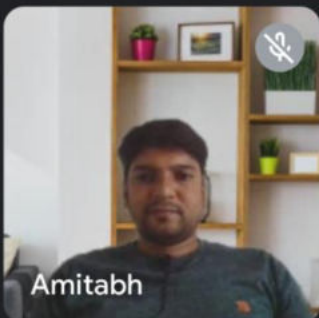
Dr. Arunima K V made a query on whether the cyber security in India is sufficient, by mentioning the cybersecurity index of our country that jumped to 10th place. Dr. Amitabh replied that it is wonderful news that India reached noticeable level in cyber security. He pointed out that it is not about the cyber security, but the awareness among the user on how to secure their personal identity is really important. There are people who still provide their personal data blindly to the unknown, he added. Priyatha (1st year M.Com student, Department of Commerce and International Business) made a query on how the various sites like Byjus getting personal data even if we are not downloading their applications. Dr. Amitabh said it is to be noted that Google accounts tracks each and every act you make on devices. He also shared some online abusive practices done by Google where it got fines and penalties from French court and other commissions.

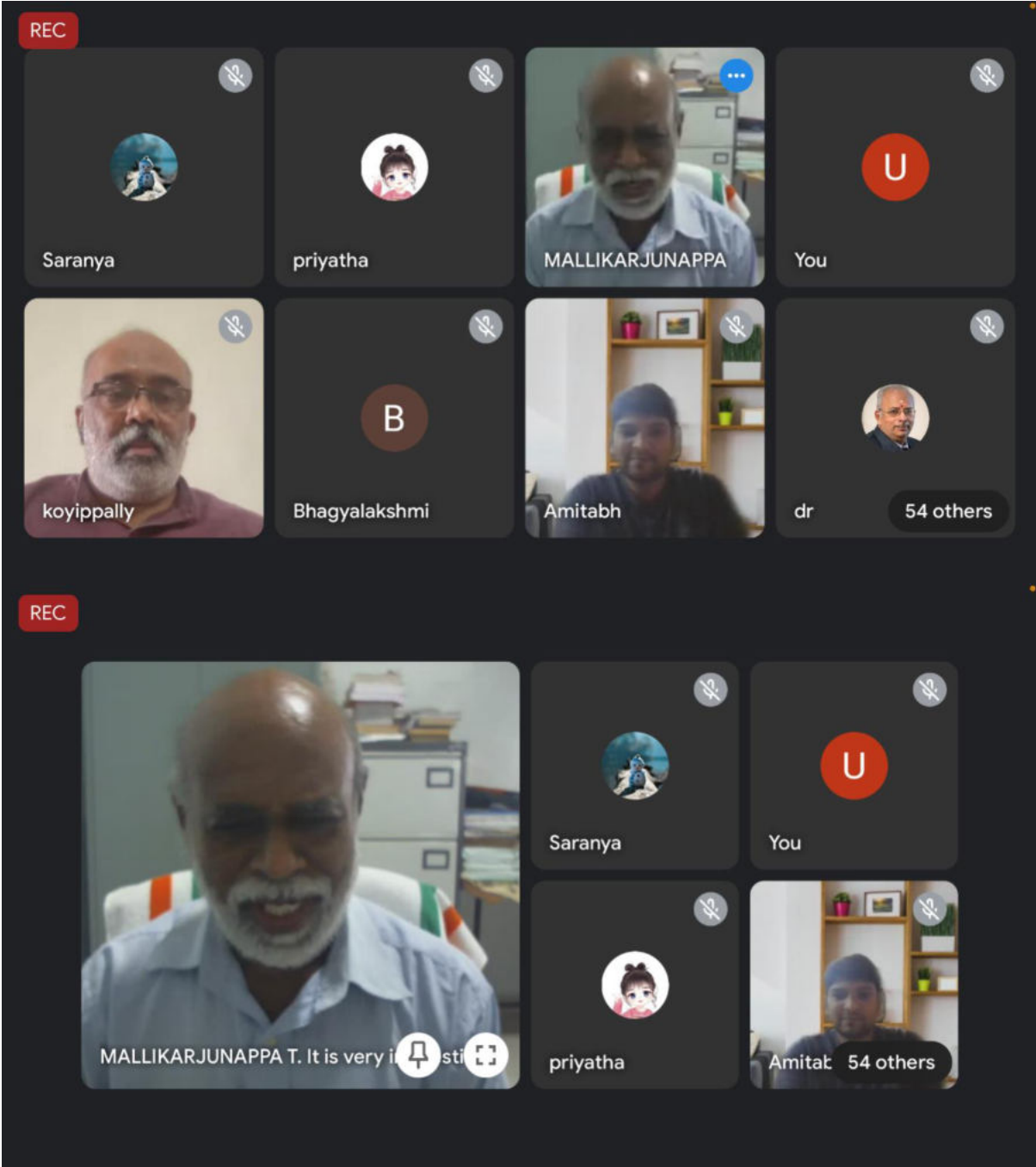
Finally, the Master of ceremony invited Lakshmi Varma (Guest Faculty, Department of Management Studies) to deliver vote of thanks followed by National Anthem. The program reached to its end by 4.10 pm (IST).

PHOTOGRAPHS OF THE PROGRAMME



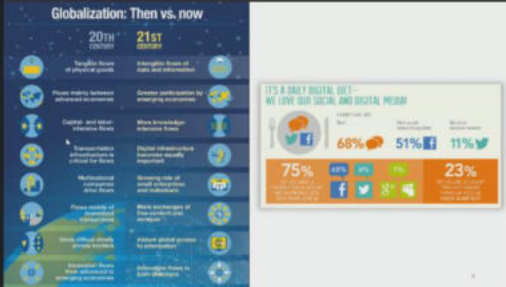
REC





REC

Amitabh Anand is presenting



Amitabh



You



MALLIKARJUNA...



rajesh 54 others

REC

Amitabh Anand is presenting



Amitabh



You



MALLIKARJUNA...



dr 57 others

Participants

Participants - SDP Dated 11th August 2021
Dr. Amitabh Anand
Prof K P Suresh
Prof. Dr T Mallikarjunappa
Prof Dr V Balachandran
Prof Dr. Joseph Koyippally
Dr Ramesh B
Prof Dr. K Arunkumar
Ms Lakshmi Varma
Dr Arunima K V
Dr Rajesh R
Dr Afeefa Cholasseri
Dr Haritha PH
Ms Dheera K R
Aiswarya K
AHAMMED HUSAIN V P
AKHILESH K
AMEENSHA M
AMRITHA A
ANAGHA M
ANAGHA P V
ANAND C SEKHAR
Aneena Kora
ANJALI K NAIR
ANUSREE M K
BHAGYALAKSHMI K
BINSHA P
BUSTHANA SHERIN
Ayana K K
DARSHANA ABRAHAM
DILEEP KUMAR J
DIVYA A V
Dhanasree M K
FAHISA A C
GEETHANJALI V
GEETHIKA G
HARITHA K P
JOSE ROY
LATHIKA R

LIVIYA VINCENT P
MUEENA SHIRIN
NANDAGOPAN E S
NEHA HEMANTH
NIMISHA M
NISHA K
Midhun K V
PREZIYA T S
PRIYATHA VIJAYAGOPALAN
RAJANA RAMKUMAR K K
RATHIKA K
SALMAN K
SARANYA N
Roslin P C
SHARATH KUMAR P
SHILPA C
SHILPA M
SIBIN JOSE
SNEHA NARAYANAN
SRUTHI K
SUDINA K
SUMA B
UNAISA KADER M S
VISHNU R K
VOOTKURIRADHIKA
YASHASWINI U
MOIDEEN NAVAZ
Nayana C K
PRIYA KRISHNAN
Rajila M
SARANYA S

BROCHURE



SKILL DEVELOPMENT PROGRAMME TO ENHANCE THE EMPLOYABILITY OF THE STUDENTS

Topic: Digital Globalisation

Wednesday, 11th August 2021 at 2.00 PM (IST)

**Organized by
Department of Commerce and International Business
and School of Business Studies**

**in association with Internal Quality Assurance Cell (IQAC)
and Innovation and Entrepreneurship Development Centre (IEDC)
Central University of Kerala**

- Welcome** : Prof. Dr T Mallikarjunappa
HOD, Dept. of Commerce and International Business,
Central University of Kerala
- Inauguration** : Prof K P Suresh, Dean, Academic, Central University of Kerala.
- Session Chair** : Prof Dr. V Balachandran, Dean, School of Business Studies, CUK.
- Felicitations** : 1. Joseph Koyippally, Director, Placement Cell, CUK
2. Prof Dr. K Arunkumar, Dean of Students Welfare, CUK
- Keynote** : Dr. Amitabh Anand
Incoming Associate Professor,
Excelia Business School, France



Vote of Thanks : Lakshmi Varma, Guest Faculty, Department of Management Studies

Google meet Link: meet.google.com/huv-ssis-pie

**Chief Patron**

Prof. H. Venkateshwarlu (Vice Chancellor, CUK)

Patrons

Dr.Rajendra Pilankatta, Registrar, Central University of Kerala
Prof Dr K P Suresh, Dean-Academic, Central University of Kerala
Prof Dr V Balachandran, Dean, School of Business Studies

Organizing Committee

Prof. Dr T Mallikarjunappa, (Head, Department of Commerce and International Business)
Prof Dr M S John (Co-ordinator, NAAC)
Prof Dr.K Arunkumar (Dean of Students Welfare)
Prof Dr. M N Mohammedunni Alias Musthafa (Director of E.Sreedharan Centre for Life Skill Education, and Dean of School of Education, CUK).
Dr Rajesh R(Director, IQAC)
Dr Joseph Koyippally (Director, Placement Cell)
Dr A K Mohan, Director (Dr APJ Abdul Kalam Centre for Extension Services)
Dr Thasleema T M (Coordinator, IEDC)
Dr Haritha P H, Dr Afeefa Chollasserri, Dr Arunima K V, Ms. Dheera K R,Mr Nagaraja Sharma,
Faculty members, School of Business Studies, Central University of Kerala

Programme Schedule



SKILL DEVELOPMENT PROGRAMME TO ENHANCE THE EMPLOYABILITY OF THE STUDENTS

Organized by
Department of Commerce and International Business
and School of Business Studies
in association with Internal Quality Assurance Cell (IQAC)
and Innovation and Entrepreneurship Development Centre (IEDC)
Central University of Kerala
Topic: "Digital Globalisation"
Wednesday, 11th August 2021 at 2.00 PM (IST)

Google meet Link: meet.google.com/huv-ssjs-pie

PROGRAMME SCHEDULE

Prayer	: Central University of Kerala Anthem
Welcome	: Prof. Dr T Mallikarjunappa HOD, Dept. of Commerce and International Business, Central University of Kerala
Session Chair	: Prof Dr V Balachandran, Dean, School of Business Studies, CUK.
Inauguration	: Prof K P Suresh, Dean, Academic, Central University of Kerala.
Felicitations	: Prof Dr. Joseph Koyippally, Director, Placement Cell, CUK : Prof Dr. K Arunkumar, Dean of Students Welfare, CUK
Keynote	: Dr. Amitabh Anand Incoming Associate Professor, Excelia Business School, France
Vote of Thanks	: Lakshmi Varma, Guest Faculty, Department of Management Studies
Master of Ceremony	: Saranya N and Rathika K, 2 nd Sem M.Com Students
National Anthem	

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CERTIFICATE OF PARTICIPATION

This is to certify that

GOVIND RAJ

has participated in the online training/webinar

**“Value of IEEE Publications in Research and Career
Development”**

organized by

Central University of Kerala

Nanda Lal T.S.

Training Manager

EBSCO Information Services India Pvt. Ltd

Date Issued

29-12-2020



Dhanukumar Pattanashetti

Client Services Manager

IEEE



THIS certificate declares that

KONDA MEGHAMSH TEJA

has successfully completed two-months-long virtual internship as part of Virtual Internship with Science Leader (#VISL) program of Young Academy of India from July to September, 2020. The intern is admitted as an “Associate” of Young Academy of India (YAI)- India’s first young academy open for all rational knowledge.

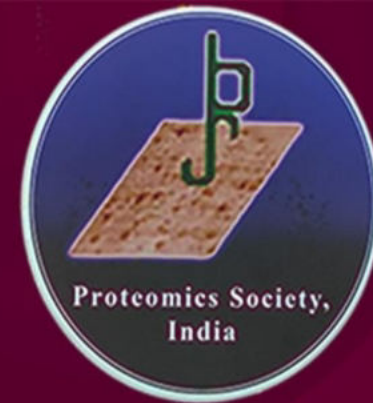
Inducted on 11/10/2020

Certificate ID VIMBI8-CE000264

Dr. Felix Bast
President,
Young Academy of Sciences

EDUCATION DAY
2020

Certificate of Excellence



This is to certify that

Govind Raj

has successfully completed Proteomics Society, India (PSI)~
Education Day-2020 held on 21st November, 2020 on *MS-Based
Proteomics: Concepts, Data Analysis & Visualization* and he was
3rd prize winner in Quiz and overall performance.

Conveners



Dr. Srikanth Rapole
NCCS, Pune



Dr. Sanjeeva Srivastava
IIT Bombay, Mumbai



CSIR-SUMMER RESEARCH TRAINING PROGRAM (CSIR-SRTP)2020 **ONLINE**



JUNE TO AUGUST, 2020

SL. NO.: CSIR/SRTP/2020/NEIST/1049

NAME: GOVIND RAJ

CSIR INDIA



CSIR-SUMMER RESEARCH TRAINING PROGRAM (CSIR-SRTP)2020 **ONLINE**



CSIR-SUMMER RESEARCH TRAINING PROGRAM (CSIR-SRTP) 2020 **ONLINE** HAS THE FOLLOWING ACTIVITIES

Eminent Scientist Lectures, Special Sessions, Project specific classes, Elocution video, Poster designing, Essay writing, Assignments / Project works given by mentor/coordinator & Summer Research Project Completion Report

CANDIDATE'S NAME: GOVIND RAJ SL. NO.: CSIR/SRTP/2020/NEIST/1049

GRADE: S

HOST INSTITUTE: CSIR-NEIST

MENTOR'S NAME: MADHAV CHAKOLKAR

REMARKS

.....

MENTOR



CSIR-SUMMER RESEARCH TRAINING PROGRAM (CSIR-SRTP)2020 **ONLINE**



CERTIFICATE

Name: GOVIND RAJ **Sl. No.:** CSIR/SRTP/2020/NEIST/1049

has completed all the requirements of the CSIR-Summer Research Training Program (CSIR-SRTP) 2020 **online** during June to August, 2020 coordinated by CSIR-NEIST, Jorhat

DR. G. NARAHARI SASTRY
DIRECTOR
CSIR-NORTH EAST INSTITUTE OF
SCIENCE AND TECHNOLOGY

PROF. ALOK DHAWAN
DIRECTOR
CSIR-INDIAN INSTITUTE OF
TOXICOLOGY RESEARCH

DR. SHEKHAR C. MANDE
DIRECTOR GENERAL, CSIR
SECRETARY, DSIR, GOVT. OF INDIA





CENTRAL UNIVERSITY OF KERALA

WEBINAR REPORT ON THE TOPIC “INTELLECUAL PROPERTY RIGHT(IPR)”

Organized by The Department of Management Studies ,Central University of Kerala

The Department of Management Studies under the School of Business Studies in association with Internal Quality Assurance Cell and Student welfare wing, Central University Of Kerala organized and conducted students awareness programme on enhancing quality of university education as a part of world IPR day celebration.

The exclusive webinar session was scheduled on 26th April 2021 at 3 p.m through google meet. Around 50 members participated in the session including all the faculty members and students of School of business and management studies.

The event started by playing the University Anthem and seeking the blessings of the Lord Almighty.

Programme schedule

CENTRAL UNIVERSITY OF KERALA

Department of Management Studies, School of Business Studies
in association with
Internal Quality Assurance Cell (IQAC) & Students Welfare Wing
organizes

WORLD IPR DAY CELEBRATION

STUDENTS AWARENESS PROGRAMME ON ENHANCING QUALITY OF UNIVERSITY EDUCATION

3:00 PM (IST), Monday, 26 April 2021

Inauguration : Prof. Dr. R.K.Mishra, (Director, Institute of Public
Enterprise, Hyderabad)

Felicitation: 1. Prof. Dr. Sakthivel (Head, Dept of Chemistry, CUK)
2. Dr. Padmesh Pillai Head (Dept of Genomic Science, CUK)

Resource person: Dr.C. V.Madhusudhanan, FCS, (IPR Consultant
KSR & Co. Company Secretaries LLP, Coimbatore)

Google Meet Link: <https://meet.google.com/vvu-vcrx-iez>



Chief Patron: Prof. H. Venkateshwarlu, Vice Chancellor,
Central University of Kerala

Patron: Dr M Muralidharan Nambiar (Registrar),

CUK Organizing Committee:

Prof. Dr.V Balachandran

Prof K P Suresh (Dean Academic)

Dr. Rajendra Pilankatta, (Director of Research)

Prof. Dr. K.Arunkumar, (Dean Student Welfare)

Dr Joseph Koyippally, (Director, Placement Cell.)

Dr.Padmesh P Pillai, (Head i/c, Dept of Genomic Science)

Prof.T.Mallikarjunappa (Head Dept of Commerce & IB)

Dr Arunima K V

Dr. Haritha P H

Mr.Nagaraj Sharma

Guest faculty members and all the students of business studies

At the beginning of the session, Prof.Dr V Balachandran ,Dean School Of Business Studies ,Central University of Kerala Formally welcomed all the dignitaries , faculty members and students present in the session. He also thanked the dignitaries for their immediate consent for the programme.

In his address, Prof.Dr.V Balachandran mentioned about the significance of Intellectual Property Rights in the current global scenario and he invited Prof. R K Mishra, Senior Professor(Finance & Economics)& Director, Institute of Public Enterprise Hyderabad, for the inaugural address.

Prof. R K Mishra inaugurated the programme by emphasizing on the importance of IPR. He stated the purpose of intellectual property rights is to encourage new creations, including technology, artwork, and inventions, that would increase economic growth and also to increase the incentives for individuals to continue to produce things that further create job opportunities and new technologies. Prof.Mishra extended his warm welcome to the participants and resource persons of the session. He also appreciated the initiative made by the school of Business studies to organize and conduct the event on IPR. He motivated everyone to actively participate in the session to get benefited.

Dr. A.Sakthivel, Head of the Department of Chemistry,CU Kerala and Dr.Padmesh P Pillai, Head of the Department of Genomics Science CU Kerala felicitated the programme.

The resource person of the event was Dr.CV Madhusudhanan,FCS KSR & Co.Company Secretaries LLP Coimbatore .He commenced the speech by elucidating the background of the world IPR day and he has also given a brief note about WTO and its role in Intellectual property right(IPR).

Since it is an awareness programme, the resource person has clearly answered the question why do we need IPR? And he has also explained the different areas of National IPR policy. He pointed out that the first pillar of National IPR policy itself is to create awareness of IPR.

The theme for World IP Day 2021 is “IP and SMEs: Taking your ideas to market” and highlights how Intellectual property (IP) can improve the competitiveness of small and medium-sized enterprises (SMEs) and provide a potential source of revenue. SMEs are the backbone of the global economy and are essential contributors to job creation and economic development. IP is a powerful tool for SMEs that can create economic value and advance their business goals.

The National IPR Policy is a vision document that encompasses and brings to a single platform all IPRs. It views IPRs holistically, taking into account all inter-linkages and

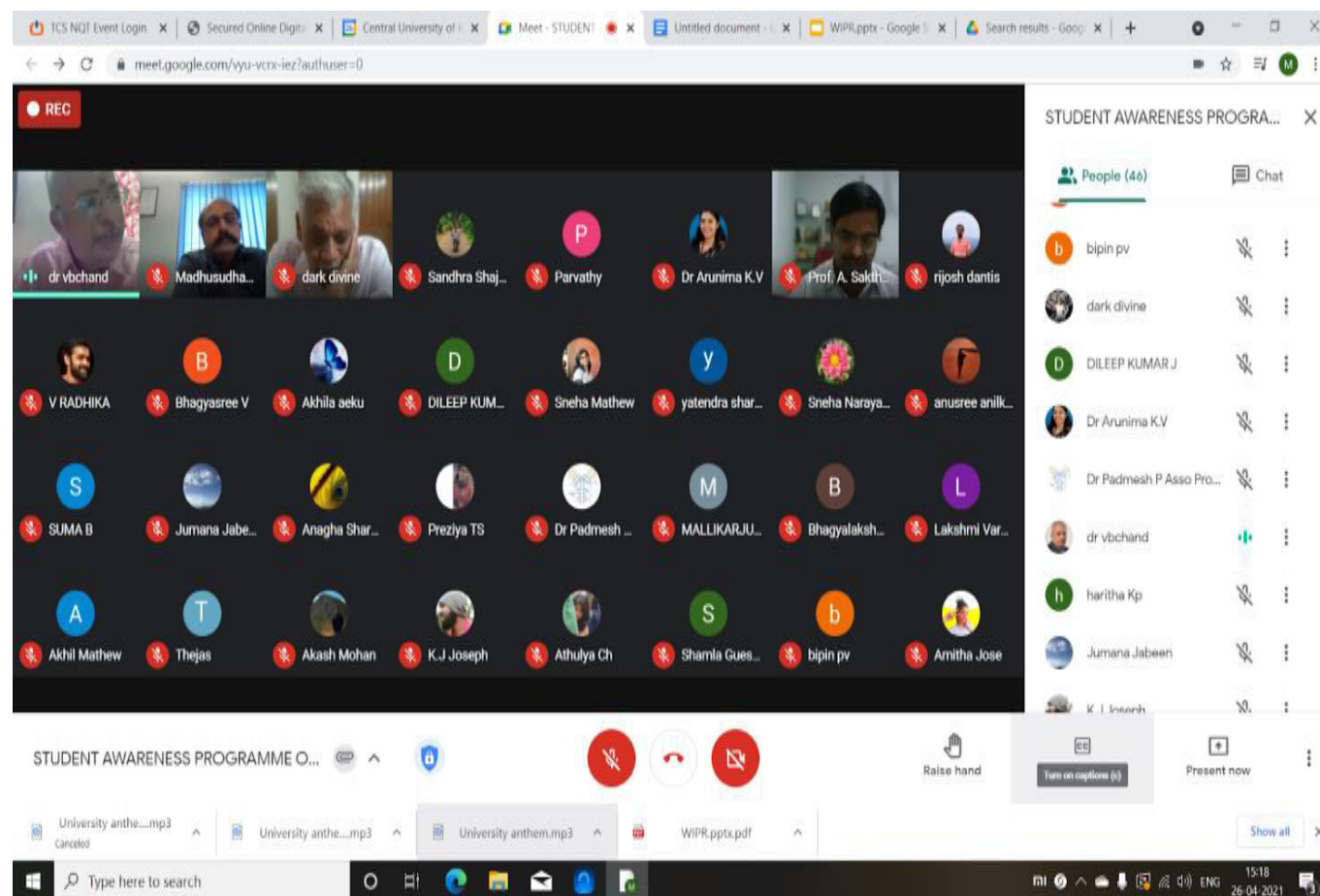
thus aims to create and exploit synergies between all forms of intellectual property (IP), concerned statutes and agencies

Dr.Arunima, KV, Faculty of Department of Management Studies delivered the vote of thanks.

Ms Parvathy, Student of The Department of Management Studies, was the master of the ceremony. The session concluded at 4.30 P.M.

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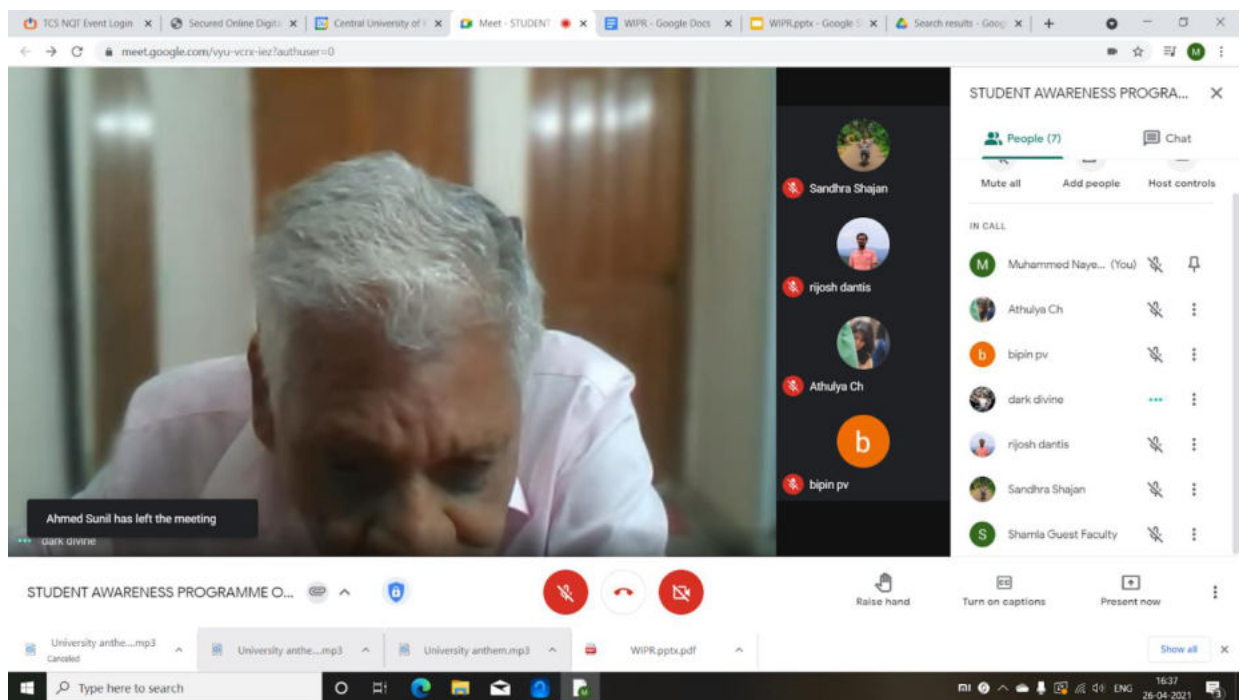
List of Participants



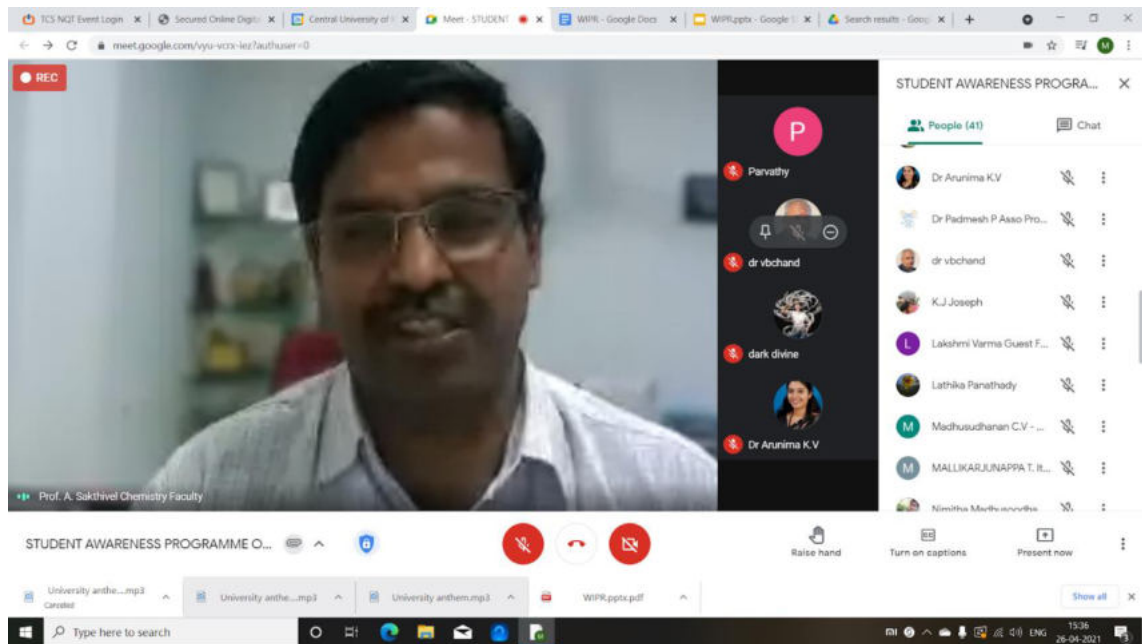
Prof.Dr. V Balachandran ,Head of the Department Of Management Studies,CU Kerala -Welcoming the session.



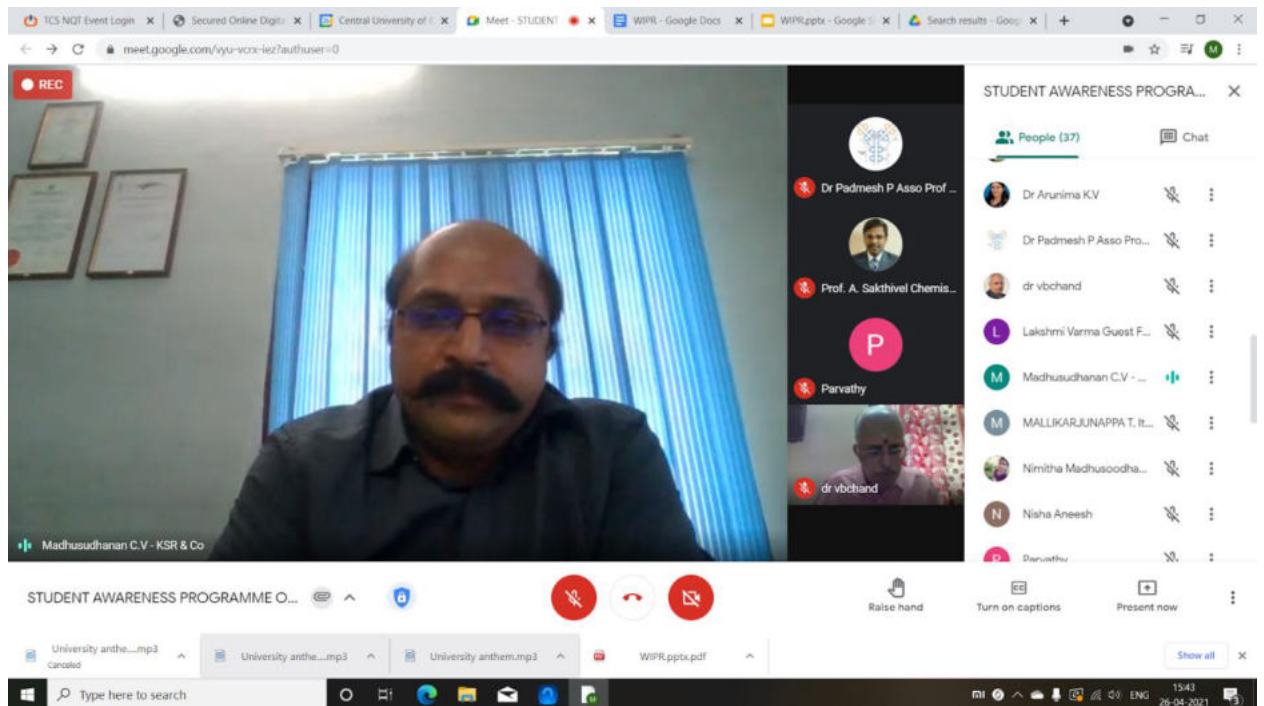
Prof. R K Mishra ,Senior Professor(Finance&Economics)&Director, Institute of Public Enterprise Hyderabad - Inaugurating the event..



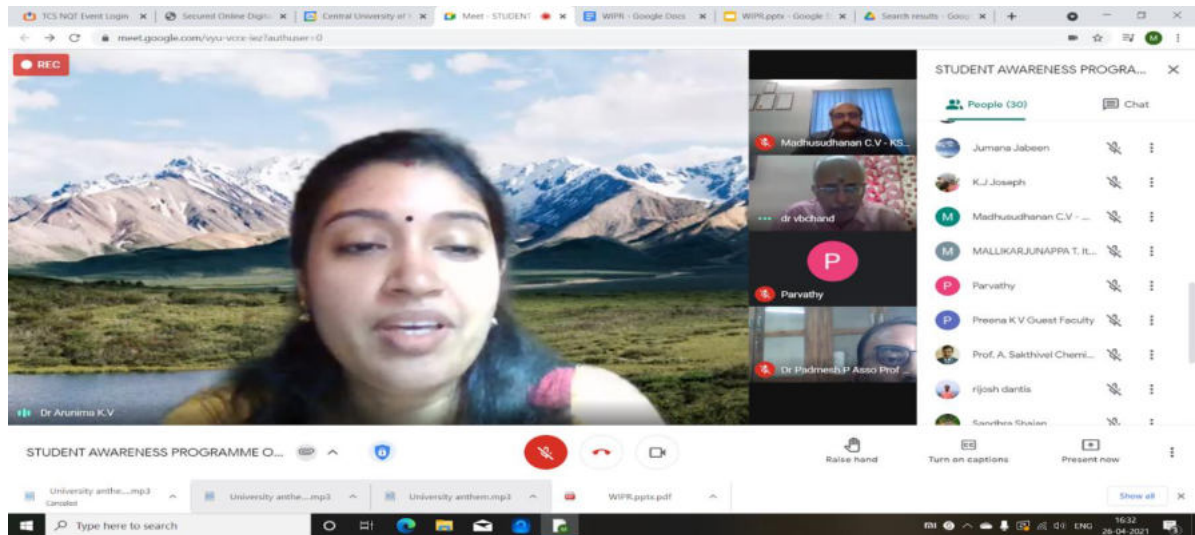
Dr. A.Sakthivel ,Head of the Department of Chemistry,CU Kerala- Felicitating the session



Dr.C V Madhusudhanan,FCS KSR & Co.Company Secretaries LLP Coimbatore-The Resource person



Dr.Arunima ,Faculty of Department of Management Studies- Delivering the vote of thanks.



Department of Linguistics
Central University of Kerala organizes



National webinar on
Natural Language Processing using Python
15-17th June 2020 at 2:00-4:00pm



Topic: Intro. to Python and
File handling (I/O
operations) and Object
Oriented Programming

Date & Time
15.06.2020
2.00 pm – 4.00 pm

Resource Person
Dr. K. Nirmala Devi
Department of CSE
Kongu Engineering College
Perundurai 638060

Topic: CGI and GUI
Programming and Database
access

Date & Time
16.06.2020
2.00 pm – 4.00 pm

Resource Person
Dr. S. Shanthi
Department of CSE
Kongu Engineering College
Perundurai 638060

Topic: Natural Language
Toolkit (NLTK)

Date & Time
17.06.2020
2.00 pm – 4.00 pm

Resource Person
Mr. N. Prabhu Ram
Department of ECE
Kongu Engineering College
Perundurai 638060

Welcome Address : Dr. Thennarasu, S., HoD i/c, Dept. of Linguistics

Inaugural Address : Dr. A. Radhakrishnan Nair, Registrar, CUK

Invited Speakers : Dr. K. Nirmala Devi, Department of CSE

: Dr. S. Shanthi, Department of CSE

: Mr. N. Prabhu Ram, Department of ECE

Vote of Thanks : Miss. Anjali V Kumar, PhD Scholars, Dept. of Linguistics

E-certificate will be provided!

GOOGLE MEET PLATFORM

Meeting URL: <https://meet.google.com/qrh-vhkr-uvp>

For more information please contact:

thennarasu@cukerala.ac.in

9995491291





കേന്ദ്രീയ विश्वविद्यालय केरल/ കേരള കേന്ദ്ര സർവകലാശാല
CENTRAL UNIVERSITY OF KERALA
(ESTD UNDER CENTRAL UNIVERSITY ACT 2009)

DEPARTMENT OF PUBLIC HEALTH &
COMMUNITY MEDICINE



YOGA FOR MENTAL HEALTH



Resource Person

DR. VRINDA MADHAVAN

BAMS., MSc. Yoga Therapy
Certified YIC Yoga Teacher
UGC-NET holder (Yoga Therapy)

August 3 | Google
4 - 5 PM | Meet

CONVENER | Master of Public Health students (2020-22 batch) & Ph.D. Scholars
Department of Public Health and Community Medicine

Yoga For Mental Health

The Department of Public Health Community Medicine, has organized a Health awareness programme “Yoga For Mental Health” on 3rd August 2021. Dr. Vrinda Madhavan, a certified YIC Yoga Instructor convened the session. A total of 30 participants participated in the session. The session was conducted using Google Meet online platform. The following students participated in the session.

ABDUL ARSHAD M P
ANASWARA K
ARAVINDH AJ
ATHIRA M
ATHIRA VIJAYAN
ATUL KUMAR
AYSHA MARY A
BIBINA BABU
BIPIN BALAKRISHNAN
DIPTI YADAV
GANA SARASWATHI
HARIPRASAD T NAMBIAR
HARSHAVARDHAN P
HASEENA T
JOSMY JOSEPH
KARTHIKA M
NAVANEETH KUNNUMBRATH
NINU DICRUZ
RAVEENA R NAMBIAR
SMITA GOWALA
SPARJAN RAJ UBBLA
THUSHARA P
VARSHA R R
VIDHYA K
VISMAYA RAJ K
CHANDA ENGRED MANDA
CHRISTIAN SEWOR
Anjaly Joseph
Bhageshwari Kodapally
Jeena BP

