

# **THE NATIONAL COLLEGE**

**AUTONOMOUS  
NAAC ACCREDITED 'A' GRADE**

Jayanagar, Bangalore – 70

## **PG- DEPARTMENT OF COMMERCE**

### **Report on national seminar conducted by PG Department in association with UG Department of commerce.**

**THEME:** “IMPACT OF SOCIAL MEDIA ON COMMERCE “

**DATE OF SEMINAR:** Wednesday, 4<sup>th</sup> March 2020

**EVENT WISE DETAILS OF THE PROGRAMME:**

**Chief Guest :** Sri. Ranganath Bharadwaj, Chief Editor – TV9

**Presided by :** Dr. A.H. Rama Rao, President – N.E.S of Karnataka & Prof S.N. Nagaraja Raddy, Hon. Secretary – N.E. S

**Key Note Address:** Sri. Jugdish Ahuja, Former President – Bangalore Stock Exchange & Founder CEO – Bunch Works

**Guest of Honour:** Dr. M. Ramachandra Gowds, Vice Chancellor – Rani Chennamma University – Belagavi

**Special Invitee:** Dr. Sarvamangala .R, Professor & Chairman – Dept of Commerce – Bangalore University

**Vote of Thanks:** Dr. B.R. Parineetha, Principal - The National College

**Technical session I on Banking and Finance** – Chair Person : Dr. E.T. LOKGANATHAN, Associate Professor – Corporate Secretaryship - Controller of Examinations – Kongu Arts and Science College (Autonomous) - Erode. Resource Person: Dr. B.S. Krishna, Dean of Commerce – Deeksha Educational Institutions, Begaluru.

**Technical Session II on Human Resource Management** - Chair Person: Sri. BRITTO. K, Chief HR Officer - Delta Electronics –Bengaluru, Resource Person:Dr. MAHESH KUMAR. K .R, Director - CIMS – Bengaluru.

**Technical Session III on Marketing** - Chair Person: Dr.PUSHKALA NARASIMHAN, Coordinator - PG Studies in Commerce - NMKRV College for Women – Bengaluru, Resource Person:Dr. B. PARAMESHWAR,Professor & Director - Dept. of Commerce, APS College, Bengaluru

**Technical Session IV on Entrepreneurship Chair Person:** Dr. G VENKATESAN, Assistant Professor –Dept. of Management Studies -Muthyammal College of Arts & Science -Rasipuram – Namakkal Resource Person: Prof. MURALIDHAR. V, Associate Professor & HOD - Dept. of Management - Surana College – Bengaluru

**Technical Session V on Taxation & Artificial Intelligence Chair Person:** Dr. MARIYAPPA. B, Professor – Dept. of Commerce - B M S College for Women – Bengaluru, Resource Person:Dr. MADHU. S,Professor - PG Dept. of Commerce –The National College.

### **Valedictory by Chief Guest & Other Dignitaries**

**Chief Guest:**CA Sambamurthy. B,Ex - Director & CEO-IDRBT - Hyderabad

**Presided by:** Dr. A. H. Rama Rao, President - N.E.S of Karnataka, Prof. S. N. Nagaraja Reddy, Hon. Secretary - N.E.S

**Special Invitee:** Dr. M. Muniraju,Dean& Chairman -PG Dept. of Commerce – Bangalore Central University

**Guest of Honour:** Dr. B. R. Parineetha, Principal - The National College

**Vote of Thanks:** Dr. N.K.Satya Pal Sharma,Seminar Convener -Coordinator - PG Studies in Commerce

### **Cultural Programme at the Validictory**

**CONCLUSION:** Nearly 200 participants attended the event and more than 75 papers were presented by scholars in different areas. The best paper selected in the area of Entrepreneurship “An Exploratory Study on the Impact of Social Media on the Home –based Online Business of Apparels and Accessories Run by Women Entrepreneurs” by Supriaya P Inamdar, The best paper selected in the area of Banking and Finance was “ An Analysis of the Effect of NPAS on the Profitability of Banks” by Kabir Sud & Sangeetha R. The best paper in the area of Marketing was “Role of Social Media in Tourism Sector with Special Reference to Karnataka” by Dr. B.R. Parineetha. The findings and resolution’s of different categories of papers were brought in the form of a souvenir with **ISBN number -978-81-8281-603-9** being one of the requirement of NAAC.

With support of President Dr. A.H. Rama Rao, Hon. Secretary Prof. S.N. Nagaraja Reddy and Principal Dr. B.R. Parineetha,s uch a mega event was materialized.

The department of PG & UG of commerce is indebted to express its solidarity to management of NES.

# Report on Webinar 21.5.2021

## Goods and Services Tax-2017

NCJ PG DEPARTMENT OF COMMERCE: GOODS AND SERVICE TAX - 2017

### Basics of GST

- Introduced through 101<sup>st</sup> Constitutional amendment
- Destination based Indirect tax levied on "Supply" of goods or services or both (earlier taxable events were "Sale or manufacture of goods")



- Key feather - "seamless flow of input tax credit". Results in reduction of cost to the consumer

VAT paid on goods purchased for service provider

CST paid on interstate purchases

Excise duty paid on inputs to dealer or service provider

- Simultaneous power with Central Govt and State Govt to levy tax (Dual Model)
- Three legislations - CGST Act, SGST/UTGST Act and IGST Act

zoom

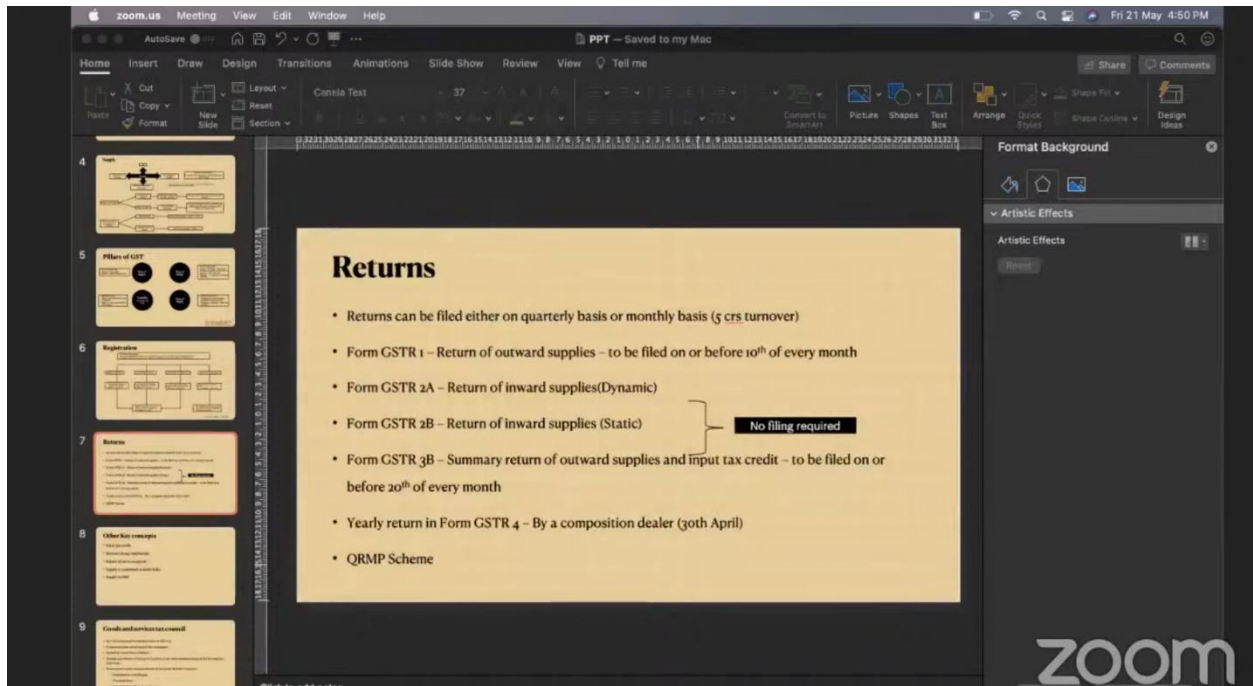
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NCJ PG DEPARTMENT OF COMMERCE: GOODS AND SERVICE TAX - 2017

### Goods and services tax council

- Key Governing Body for implementation of GST Law
- Constituted under Article 279A of the constitution
- Headed by Union Finance Minister
- Members are Minister of finance or Taxation, or any other minister nominated by the respective State Govt.
- Empowered to make recommendations on key issues like (with  $\frac{3}{4}$  majority):
  - Exemptions or rate changes
  - Threshold limits
  - Rules relating to Place of supply etc.,

Satyapal Shar...



The PG Department of Commerce conducted a webinar on 21<sup>st</sup> May 2021 on the topic “**Goods and Services Tax-2017.**”

The Resource person was C A Om Prakash , Parter BCL India Ltd, a renowned CA Firm in Bangalore . Nearly 155 participants were there and there was very meaning interaction went on during the webinar wherein the resource person clarified some important doubts related to GST and its implications.

The webinar was welcomed by Dr. N. K. Satyapal Sharma HOD of PG Department of Commerce and a vote of thanks was delivered by Prof. Sheetal B. R., faculty PG Department of Commerce.

PG Department express its indebtedness to the Principal NCJ and the Management of NES who were kind enough to permit the conduct of the webinar.



