



**ST FRANCIS DE SALES COLLEGE**

Permanently Affiliated to Bangalore University || AICTE Approved | Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

**A FRANSALIAN INSTITUTE OF HIGHER LEARNING**

SEMINAR ON  
MARKET ORIENTATION IN NEW POST COVID GLOBAL ERA

RESOURCE PERSON: DR. SENTHIL KUMAR

DR. MARIE SHEILA

TARGET AUDIENCE : UG STUDENTS (BCOM)

DATE OF EVENTS : 24<sup>TH</sup> & 25<sup>TH</sup> JUNE 2021

VENUE : Offline (New Auditorium)

Online Platform (Google Meet) For Outside Colleges.



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## Report On ZEAL 2022 – STUDENTS NATIONAL SEMINAR

Title	<b>MARKET ORIENTATION IN NEW POST COVID GLOBAL ERA</b>
Date of Event(s)	24 <sup>th</sup> & 25 <sup>th</sup> June 2021
Department / Association	Commerce – ACME
Venue	Offline (New Auditorium) Online Platform (Google Meet) for outside colleges.
Number of Participants	350 Students
Target Audience	UG students (Bcom)
Resource Person(s) with qualification	<b>DR. SENTHIL KUMAR ,</b> (M.Com., M.Phil. (Commerce)., MCA., M.Phil.(Computer Sci.), PGDCA., UGC (NET)., PhD.), Christ university <b>DR. MARIE SHEILA</b> (MCom.,MPhil.,MBA.,M.Ed.,MSc(Psy).,MBA(HRM)., PGDCA.,PGDFM.,Ph.D).
Books (if published)	-
Place of visit/ details of Industrial visit place (if applicable):	-



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www.sfscollege.in



**Objective:**

- To promote innovative and effective learning for students.
- To share research outcome on the topics covered by students under their research work.
- To bring total quality management amongst students.
- To explore use of technology in effective way for better Learning process and its research outcomes.
- To hand hold the student community in facilitating research for subject specific growth.

**Introduction:**

Theme of Student National Seminar – “**MARKET ORIENTATION IN NEW POST COVID GLOBAL ERA**”.

**Themes and sub themes****➤ Marketing Trends**

- Green Marketing
  - Tourism Marketing
  - Emerging Trends Marketing And operations

**➤ Finance**

- Bitcoin, Crypto and Digital Currency
- Micro finance and Rural development
- Start-Ups and its Funding

**➤ Human Resource Management**

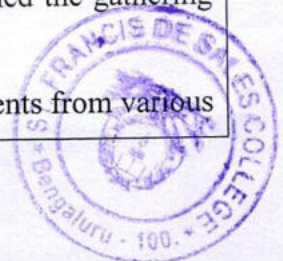
- Leadership in Turbulent Times
- Trends in Talent Management

**➤ General Topics**

- IPR, Patents and Acquisition
- Global warming and Health Implications
- Digital Transformation
- The impact of covid on Indian Economy

**Inaugural Address:** The session begins at 9:30 am with the welcome address and an inaugural address was given by Rev. Fr. Roy PK Principal SFS College who welcomed the gathering with his encouraging and motivating words and declared the event as open.

**Target Groups:** Students from SFS and College and University Level Students from various



other institutions.

**Seminar Proceeding-** Selected papers will be published in UGC Care-list journals.

**Registration** - Registration may be done Online by submitting registration form by students and presenters of the paper. The Research paper were received through the email of ACME Association, Dr. Chithra N K , Dept. of commerce was the controller of the research papers sent by various presenters from different institutions and students from SFS.

**Organising Committee:** ZEAL 2022 was Organised and conducted successfully by Dr. Chithra N K , a coordinator, Dept. of commerce and her team with the guidance and support of Prof. Jesseantha Mathew, Head of the Dept., Commerce.

**Chief Guest:** DR. SENTHIL KUMAR was the chief gust for 24<sup>th</sup> June 2022, and DR. MARIE SHEILA for 25<sup>th</sup> June 2022 , they spent a quality time in analyzing the research paper presented by the students and other participants.

**Presenters and Participants:**

- ✓ Total Paper Presented (Offline -21)
- Total Paper Presented (online -10)
- ✓ Total Participants – 350
- ✓ No. of Presenter from Outside College – 10
- ✓ Total outside college participants – 10

**Result and Winners Announcement:** Overall the seminar went on a successful note and the chief guest for day enhanced and enriched the students with the knowledge on how to choose research title and how to work on research paper. He analyzed each and every student's presentation based on the criteria such as:

- ✓ Content – 10 marks
- ✓ Relevance of the topic – 10 marks
- ✓ Communication skills – 10 marks
- ✓ Overall presentation – 10 marks
- ✓ Overall score - 40 marks.

Based on the presentation and taking the criteria into consideration the winner was announced for the “Best presenter” and “Best Paper Award”.

**Winners:**

- **Best Paper Award (on 24<sup>th</sup> June 2022):** Ohm Prakash. S , Chinnamma Buddini & Supriya. N on the topic of “Impact of Covid-19 on Food processing Industry”.
- **Best Presenter:** Shankar, Harsha and Swaroop From 6<sup>th</sup> sem Bcom
- **Best Paper (on 25<sup>th</sup> June 2022):** Madhu Priya CN, on the topic “Green Marketing” from IFIM College.



**Outcome of the activity**

The student national seminar was successfully conducted with the support of management and the all the participants and presenter took active participation which has helped them to know more about Research, Research methodology and data interpretation. Learning has showed their active interest throughout the session.

*V. S. S.*

*Ramareddy  
Kare*

*Rajya*

**PRINCIPAL**  
**St. Francis de Sales College**  
Electronics City Post, Bangalore - 560 100

## Attachments

Kindly **attach** the following supporting documents: (wherever applicable)

S. NO	Document	Format	Print/Drive
1	Brochure of the event	PDF	<i>drive</i>
2	Circular of the event (Notifications)	PDF	
3	Geo-tagged photos/Screen Shots		<i>drive</i>
4	Attendance sheet with signature of the attendees (offline)/Consolidated Excel sheet of the registration and feedback forms (Online)	PDF / Excel Sheet	
5	Copy of the Certificate issued	PDF	
6	Invitation and acceptance letter (or mail) of the Chief guest	PDF	
7	Proof for honorarium given to the guest (Cheque or online payment details)	PDF	
8	Registration details	PDF	<i>drive</i>
9	Profile of the Resource Person	PDF	



SL.NO	NAME	ROLL NO.	SIGNATURE
1	ABHISHEK S SHANKARA NAYAKA	19C001 K	Abhishek
2	AKSHAYA ANJALI J	19C002 K	Akshaya
3	ALBY BINU JOSHUA	19C003 E	Alby
4	ALISHA ANTHONY	19C004 E	Alisha
5	ARCHANA V	19C005 K	Archana
6	ARJUNRAJ K	19C006 K	Arjunraj
7	ARUN R	19C007 K	Arun
8	CHINNAMMA BUDDINI	19C009 K	Buddini
9	CHAITHRA G	19C010 K	Chaithra
10	DANUSH P	19C011 T	Danush
11	DEEPA S	19C012 K	Deepa
12	GAGANA C	19C013 K	Gagana
13	GANESH N	19C014 T	Ganesh
14	GIRISH S	19C015 K	Girish
15	HARISH S	19C016 K	Harish
16	JATIN DEVADIGA	19C017 E	Jatin
17	JHONNIKKITH R	19C018 K	Jhonnikith
18	MAHESH J JAYANNA	19C021 K	Mahesh
19	MANAS C	19C022 K	Manas
20	MONIKA M V	19C023 K	Monika
21	MONISHA S	19C024 K	Monisha
22	NIRUP B	19C025 K	Nirup
23	NITHYANANDA P	19C026 K	Nithyananda
24	NIVAS M	19C027 K	Nivas
25	PALLAVI M	19C028 K	Pallavi
26	PAVITHRA M	19C029 K	Pavithra
27	PRABHU R	19C030 K	Prabhu
28	PRADEEP S	19C031 K	Pradeep
29	PRADEEP T	19C032 K	Pradeep
30	PRASHANTA KUMAR	19C033 K	Prashanta
31	PRASHANTH L	19C034 K	Prashanth
32	PRAVEEN J	19C035 K	Praveen
33	PRIYANKA V	19C037 K	Priyanka
34	RAHIL MOHAMMADI K	19C038 K	Rahil

35	RAKSHITHA R RAJAPPA	19C039 K	Rakshitha R
36	RAKSHITHA R RAMESH	19C040 K	Ramesh
37	SACHIN RAJ	19C042 K	Sachin
38	SANANDU SHIVARAM	19C043 K	Sanandu
39	SANDHYA R	19C044 K	Sandhya
40	SANDHYA S M	19C045 K	Sandhya S M
41	SHASHANK B S	19C046 K	Shashank
42	SIDDHAMMA M	19C047 K	Siddhamma
43	SNEHA P	19C048 E	Sneha
44	SONIYA D	19C049 T	Soniya
45	SUDEEP K	19C050 K	Sudeep
46	SUNEEL KUMAR K N	19C051 K	Suneel Kumar
47	SUPRIYA N	19C052 T	Supriya
48	USHA V	19C053 K	Usha
49	VARUN H	19C054 K	Varun
50	VIDYA R	19C055 K	Vidya R.
51	YOGARAGHAVENDRA N	19C056 K	Yogaragha
52	YUVAN SAGAR S	19C057 K	Yuvan Sagar
53	SHALINI S	19C058 K	Shalini
54	VISHALI D	19C059 K	Vishali D
55	VINITHA S	19C060 K	Vinitha
56	APEKSHA K	19C062 K	Apeksha
57	NANDINI R	19C063 K	Nandini
58	ADIL IMTIAZ	19C064 K	Adil Imtiaz
59	MANOJ R	19C065 K	Manoj
60	SOUNDHARYA V	19C066 K	Soundharya
61	THARUN KUMAR E	19C067 K	Tharun Kumar
62	OM PRAKASH S	19C068 T	Om Prakash

Handwritten notes on the right side of the table, including "Yogaragha" and "Yuvan Sagar" written vertically.